

MIGUEL ELIAS

GTM ENGINEER · GTM SYSTEMS · AUTOMATION · AI

London, UK · Remote-first · www.linkedin.com/in/migueleliasmartinez

PROFILE

GTM / Revenue Operations Engineer with 5+ years of experience building commercial systems, automation and data workflows across Sales, Marketing and Customer Operations. I turn fragmented GTM processes into reliable, scalable infrastructure using workflow automation, APIs, CRM architecture, data enrichment and AI-driven workflows. Experienced owning systems end-to-end - from diagnosing the commercial problem and designing the data model to building, integrating, deploying and maintaining the solution. Hands-on with **n8n, Python, JavaScript, REST APIs, webhooks, Salesforce, HubSpot, Airtable, LLMs and AI agents**.

SELECTED IMPACT

25,000+ leads processed / month	110+ hrs manual work removed / month	~40% outsourced calling cost reduction	~98% faster host onboarding
---	--	--	---------------------------------------

PROFESSIONAL EXPERIENCE

STASHER

London / Remote · Mar 2024 - Present

Revenue Operations Engineer

- **Own the design, development and optimisation of GTM infrastructure** across Sales, Marketing and Customer Operations, working at the intersection of commercial strategy, systems and engineering.
- **Built and own a custom prospecting and lead-generation engine** combining scraping, enrichment, data processing and outreach workflows, processing **25,000+ leads per month**.
- Automated a previously highly manual prospecting process, removing **110+ hours of manual work per month** and materially increasing pipeline-generation capacity.
- Design and ship **multi-step automated workflows** using n8n, APIs, webhooks, custom scripts and third-party integrations, with data validation and failure handling built into the process.
- **Designed the company's CRM architecture from scratch**, including data model, funnel stages, lifecycle logic, automation, reporting and operational processes.
- Built **AI-powered GTM workflows and agents** for enrichment, classification, decision-making and operational processes - applying LLMs as part of production workflows rather than purely for content generation.
- Built an **AI SDR voice agent** integrated with the lead database, automating outbound calling and qualification; reduced outsourced calling costs by approximately **40%** and improved speed-to-lead from **days to minutes**.
- Built an automated host onboarding and approval system combining **AI image recognition, email validation and location-verification APIs**, reducing processing time from around **30 minutes to under 30 seconds**.
- Build automation across Customer Operations and support, improving consistency and eliminating repetitive manual processes.
- Partner directly with commercial stakeholders to translate ambiguous requirements into working systems; regularly diagnose root data/process issues rather than patching surface-level symptoms.

UHUBS

London · May 2021 - Mar 2024

Senior Sales Operations · Sales Operations Associate · Sales & Marketing Associate

- Progressed through three roles as the company's commercial systems matured, ultimately taking ownership of **Sales Operations and CRM infrastructure**.
- **Led the complete Salesforce implementation from scratch**, owning CRM architecture, data structure, pipeline configuration, automation, reporting and operating processes.
- **Led the migration from HubSpot to Salesforce**, including data restructuring, field architecture, lifecycle/pipeline design and workflow migration.
- Designed Salesforce around the company's real sales process rather than applying an off-the-shelf CRM configuration.
- Owned day-to-day Sales Operations including pipeline management, CRM processes, reporting, data quality and workflow optimisation.
- Built CRM automation and dashboards to reduce administrative work and improve visibility into pipeline performance and conversion.
- Worked cross-functionally with Sales, Finance, People and Customer Success, translating business requirements into practical systems and processes.

SELECTED GTM SYSTEMS & PROJECTS

Custom GTM Prospecting Engine

25k+ leads/month · 110+ hours/month saved. Designed and built an end-to-end system covering lead discovery, scraping, enrichment, validation, data processing, deduplication and outreach automation.

AI SDR Voice Agent

~40% cost reduction · days to minutes. Built an AI-powered voice SDR connected to the lead database to automate outbound calling and qualification, reducing reliance on outsourced calling.

CRM Architecture & Migration

Salesforce + HubSpot. Designed CRM architecture from scratch at Stasher and previously led Salesforce implementation and HubSpot-to-Salesforce migration at Uhubs.

Automated Host Onboarding

~98% faster processing. Built an approval workflow combining AI image recognition, email validation and location-verification APIs, reducing processing time from ~30 minutes to under 30 seconds.

AI-assisted Commercial Automation

Built a growing ecosystem of APIs, webhooks, n8n workflows, custom scripts, LLM agents and integrations connecting commercial systems and reducing manual maintenance.

CORE EXPERTISE

GTM & Revenue Operations	GTM Systems · Revenue Operations · Sales Operations · Marketing Operations · Customer Operations · Lead Generation · Lead Routing · Lead Scoring · Funnel Design · Pipeline Management
CRM & Commercial Systems	Salesforce · HubSpot · CRM Architecture · CRM Migration · Data Models · Lifecycle Management · Pipeline Architecture · CRM Automation · Data Quality
Automation & Integrations	n8n · Zapier · REST APIs · Webhooks · API Development · Postman · Custom Scripts · Workflow Automation · System Integrations
AI & Intelligent Automation	LLM Workflows · AI Agents · AI-assisted Enrichment · Claude · Claude Code · Claude Code Subagents · VAPI
Engineering & Infrastructure	Python · JavaScript · Node.js · GitHub · Supabase · Vercel · AWS · Airtable
Commercial Data & Analytics	Lead Enrichment · Prospecting · Data Pipelines · Data Validation · Funnel Analytics · Conversion Tracking · Reporting · Tableau · MQL Management

EARLIER EXPERIENCE

NDB Inc. - Bookkeeper Financial administration, bookkeeping and operational support.	Dec 2020 - Apr 2021
OYO UK - General Manager Assistant Trainee Operational and commercial support within hospitality operations.	Sep 2020 - Nov 2020
Hotel Alfonso XIII / Marriott - Financial Controller Intern Finance, reporting and financial-control support within a luxury hotel environment.	Jan 2020 - Mar 2020

PROFESSIONAL DEVELOPMENT

Business / Finance / Hospitality background, supplemented by continuous self-directed development in **Revenue Operations, GTM Engineering, automation, APIs, AI, LLMs, AI agents and software systems.**