Chris Carrizo

GTM Operations & Automation Engineering Specialist

📍 São Paulo, Brazil   ✉️ hello@dendelabs.com   🌐 Remote

Professional Profile

GTM Operations and Automation Engineering specialist focused on technical implementation of automation systems for commercial operations. Expertise in tool integration, data pipeline construction, and manual workflow elimination. Background in Product Design and Digital Marketing, bringing holistic UX and strategic vision to technical solutions.

`API Integrations` `Workflow Engineering` `Data Operations` `CRM Architecture` `Marketing Automation`
`GTM Stack Implementation`

Professional Experience

Founder | GTM Ops & Automation Engineering

Dende Labs • Full-time • Remote
2025 - Present (11 months)

Building automation systems for GTM operations and business processes. Technical partner for DeveloperLabs.ai (US), constructing GTM Automation Infrastructure.

Key Projects & Deliverables:

- HubSpot ↔ Clay ↔ Instantly integration and data synchronization
- Clay enrichment table configuration and lead routing automation
- Automated campaign reporting (Airtable dashboards, Google Slides, Slack notifications)
- AI campaign brief generator (OCR + LLM for SDR team)
- Client onboarding workflows and process automation
- n8n data processing pipelines
- Automated Meta Ads reporting (email and WhatsApp delivery)

> **Tech Stack:**
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> n8n • Clay • HubSpot • Instantly • Apollo • Airtable • RB2B • PostgreSQL • Google APIs • Meta APIs • Slack API • Cal.com API • LLMs

Marketing Consultant

Freelance • Remote
2021 - 2024 (3 years)

Executed digital marketing projects including course launches, ad management, and high-ticket product development.

Strategic Transition (2024):

- Deep dive into AI and automation technologies
- Specialized in n8n, Clay, and API integrations
- Career pivot to Automation Engineering

Product Designer

Qive (formerly Arquivei) • Full-time • São Carlos, Brazil
2016 - 2018 (2 years)

Led onboarding process redesign for leading Brazilian SaaS in tax management and intelligence.

Impact & Results:

- Significant increase in registration rates
- Overall improvement in user experience
- Positive impact on customer satisfaction and retention
- Conducted qualitative and quantitative research
- Collaborated with Engineering, QA, CS, CX teams and stakeholders

Technical Stack & Skills

GTM & Automation

- Workflow Automation: n8n, Make
- GTM Tools: Clay, Instantly, Apollo, RB2B
- CRM & Marketing: HubSpot, Airtable
- AI & LLMs: OpenAI, Claude, Custom AI Workflows

Development & Integration

- REST APIs, Webhooks
- Google APIs, Meta APIs, Slack, Cal.com
- PostgreSQL
- OCR & Document Processing
- Data Pipelines & ETL

Strategic Competencies

- Go-to-Market Operations
- GTM Stack Implementation
- User Research & Data Analysis
- Cross-functional Collaboration
- Technical Problem Solving

Design & Research

- User Research, Wireframing, Prototyping
- Sketch, Figma, Invision, Zeplin
- Web Design, Mobile Design, UI/UX
- Scrum, Agile Methodologies

Additional Experience

Career Break

2019 - 2020 (1 year)

Year-long cycling and backpacking expedition across South America. Reset after 5 years in Product Design and explored next career direction.