Sergio Lopez

GTM Engineer I Growth I AI I Automation

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📊 **Automations Portfolio**
🧠 Mensa Member: E-04192

Profile

Highly driven and operationally minded GTM Engineer with 5+ years experience in SEO, marketing automation, AI-powered content workflows, and process improvement. Proven track record in expanding organic visibility, streamlining content production using CMS and automation tools, and deploying AI and no-code strategies to scale operations and deliver impact.

Relevant Experience

GTM Engineer (Marketing Automation, AI Content Automations, CRM Workflow Optimization) **2023 – Current**
Freelance

- Built and optimized AI-driven SEO content workflows using tools like ChatGPT prompts, SEMrush, WordPress, and Canva for blog visuals. Adapted content strategies to incorporate Search Generative Experience (SGE), achieving ~70% AI Overview coverage for clients ranking on Google's first page.
- Built workflows to automate enterprise lead generation with Apollo.ai, Clay and n8n based on company context
- Conducted content audits, keyword research, competitive analysis, and prompt tuning to improve draft quality and reduce manual editing. Positioned "Negotiation Keynote" in 2 weeks to rank on the #1 position (NegotiationbyDesign)
- Maintained a 100% success rate across 20 clients, all receiving 5-star reviews, by delivering quality, efficiency, and reliability in GTM automation, Technical Ghostwriting scale-ups and other projects.

President - **Draconis Andorra Association, Andorra la Vella** **March 2025 - Current**

- Designed and launched three WordPress websites, achieved top-rank SEO dominance for "Medieval Combat Zaragoza" (9 of 10 top SERP results).
- Implemented A/B-tested image and video ad workflows via Messenger; created multilingual content using AI (ChatGPT, Suno, Midjourney).
- Developed training and onboarding workflows, created AI-generated visuals and music, produced YouTube Shorts that reached 1,200 views in 24 hours.

Growth Operations Specialist I Growth Hacking Course (Growit School) **2022-2023**

- Mastered WordPress, plugins, and integrations; automated workflows with ActiveCampaign, Zapier, Trello, and Notion to streamline course access, certification, and payments.
- Resolved technical issues ensuring correct course access, certification compliance for grants, and optimized landing pages to boost conversion.
- Hosted webinars and workshops via Restream and Zoom, automated reminders with A/B testing, and managed Vimeo content and student training/support.

Growth Operations Manager I Hypertry **2020-2022**

- Built 50+ growth experiments; architected email onboarding, churn, and retention campaigns using Customer.io, Segment, and Jira.
- Oversaw Scrum-based developer collaboration, created user guides and daily insight briefs to optimize content outreach and client support.

NoCode Developer I Startup Stars   2021

- Designed, developed, and deployed an assessment tool to measure candidate fit across seven startup-relevant competencies using no-code methods.

Founder and Designer I Regulabell   2021

- Invented the first adjustable kettlebell compatible with 28 mm standard weight plates, combining engineering and product design.

Mechanical Engineering Associate I TSF   2021

- Designed preload systems to improve bolt durability using SolidWorks; automated quality control and implemented AIAG core tools in production workflows.

Key Accomplishments Relevant to the Role

- SEO & Editorial Automation: Led AI-fueled workflows for content generation, ranking strategy (SGE), and editorial improvement.
- Prompt Engineering & LLM Optimization: Developed prompt strategies to enhance first-draft quality, ensure brand alignment, and reduce editing load.
- No/Low-Code Tool Proficiency: Practical experience with WordPress, ActiveCampaign, Zapier, Trello, Notion, Customer.io, Segment, and CMS operations.
- Process Optimization & Scalability: Implemented automation to dramatically reduce manual tasks and operational friction across multiple projects and platforms.
- Documentation & Training: Created workflows, guides, and workshops to onboard others on AI tools, content processes, and automation best practices.

Skills

SEO Strategy & Content Workflows I AI-Powered Content Generation & Prompt Engineering I Workflow Automation (Zapier, Make, ActiveCampaign, Customer.io)

CMS Management (WordPress, Webflow) I Search Generative Experience (SGE) Optimization I Editorial Oversight & Content QA
No-Code/Low-Code Development I Process Automation & Debugging I Workflow Documentation & SOP Creation
Analytics & Performance Tracking (SEMrush, Ahrefs, Google Analytics) I A/B Testing & Experimentation I Cross-Functional
Collaboration & Training AI Tools & Platforms (ChatGPT, Claude, Midjourney, Suno, Canva AI) I Agile/Scrum Project Management

Education

Mechanical Engineering Degree, UPNA
Master in Finance Management, Universidad Europea
Master in Project Management, ENEB

Languages

English: Fluent   **Spanish:** Bilingual

Tech Stack

WordPress, ActiveCampaign, Zapier, Customer.io, Segment, Trello, Notion, Vimeo, Restream, Canva, ChatGPT, Suno, Midjourney, SEMrush, n8n, Make, Open.ai, Hubspot (certifications), Airtable (certifications), Clay (Certification)