

Tulio Rafesi

GTM Engineer | AI Automation Specialist | Revenue Systems Architect
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Professional Summary

GTM Engineer and AI Automation Specialist with proven experience designing and implementing end-to-end revenue systems that replace manual processes, capture leads, and accelerate pipeline generation at scale. Expert in building agentic workflows and AI agents using n8n, Make, APIs, and LLMs (OpenAI, Claude) to optimize sales, marketing, and RevOps. Founder of an AI automation agency, developing custom inbound/outbound orchestration systems, signal-based selling workflows, and autonomous agents that handle omnichannel communication, lead scoring, and automated follow-up. Operates as an AI-augmented engineer — leveraging Claude Code, Cursor, and AI-assisted development to build and ship production-grade automation at engineering speed. Results-driven with a focus on bridging the gap between go-to-market strategy and technical execution to drive measurable business impact and operational efficiency.

Core Competencies

GTM Automation & Workflows: n8n, Make, Zapier, custom workflow design, webhook orchestration, API integration, debugging **AI & LLMs:** OpenAI API, Claude, LLM orchestration, prompt engineering, agentic workflows, AI-augmented development (Claude Code, Cursor) **Revenue Operations (RevOps):** Lead capture, signal-based selling, pipeline attribution, automated follow-up sequences, CRM hygiene **Voice & Messaging:** VAPI, Twilio, SMS, Instagram, web chat integration, omnichannel orchestration **Data & Integrations:** GoHighLevel, HubSpot/Salesforce concepts, QuickBooks, REST APIs, JSON, data enrichment (Clay, Apollo concepts) **Business**

Acumen: Process optimization, ROI-focused system design, multi-stakeholder journey instrumentation

Professional Experience

Founder and GTM Engineer *FlowTier AI / United States / 2025 to Present* Design and implement AI-powered go-to-market automation systems and agentic solutions for service businesses, focused on lead capture, pipeline conversion, and operational efficiency. Builds and ships production-grade integrations using AI-augmented development (Claude Code, Cursor), combining GTM strategy with technical execution at speed.

- Developed AI-driven inbound and outbound orchestration systems capable of managing calls, SMS, Instagram, and web chat ²⁴/₇, ensuring zero lead leakage.
- Built complex revenue workflows using n8n and Make, integrating CRMs, APIs, and AI models to automate lead qualification and routing.
- Implemented automated, signal-based follow-up sequences, significantly increasing lead response rates and conversion opportunities.
- Designed and deployed multiple autonomous agentic systems — including a full bookkeeping agent, a job search and application agent, and an Instagram outreach agent — demonstrating the ability to build complex, multi-step AI systems that operate independently at scale.
- Reduced reliance on administrative staff by automating bookings, qualification, and client communication, delivering solutions where a single closed contract covers the annual cost of the system.
- **Technologies:** n8n, Make, GoHighLevel, VAPI, Twilio, OpenAI API, Claude, Claude Code, Cursor, Webhooks, REST APIs.

Digital Marketing Strategist & Automation Lead *Bimidia Digital Marketing / Brazil / Remote / 2015 to 2024* Led end-to-end digital marketing operations for clients across multiple industries, combining creative strategy with technical automation to drive measurable growth in leads, conversions, and revenue.

- Designed and executed paid advertising campaigns (Meta Ads, Google Ads) with a focus on ROI, audience segmentation, and funnel optimization.

- Built and managed full sales funnel automation — from lead capture and nurture sequences to conversion and post-sale follow-up.
- Developed high-converting copywriting for ads, landing pages, email sequences, and sales pages across diverse niches.
- Implemented email marketing systems with behavioral triggers, segmentation, and A/B testing to maximize open rates and conversion.
- Managed CRM workflows and marketing automation pipelines, ensuring clean data flow from top-of-funnel to closed deal.
- Delivered consistent lead generation and client acquisition results over a 9-year period across multiple client accounts.
- **Technologies:** Meta Ads, Google Ads, email marketing platforms, CRM, landing page builders, marketing automation tools.

Selected Projects

Agentic Bookkeeping System — ETS Accounting

- End-to-end agentic system that performs full bookkeeping work for an accounting office, fully integrated with QuickBooks.
- Reads, classifies, and reconciles bank statements automatically, processing 12 months of data in under 30 minutes (previously a one-week manual process).
- **Result:** Replaced 2 full-time employees (~100K/year combined) with an AI system costing 3K–5K/year, delivering a dramatic reduction in cost and turnaround time.
- **Stack:** Claude, Claude Code, VS Code, Python, QuickBooks API, MCP Servers, OCR, custom agent orchestration.

AI-Powered Inbound Pipeline & Front Office System

- Automated reception and lead capture system handling phone calls (voice AI), SMS, Instagram, and web chat simultaneously.
- **Functionality:** Real-time lead qualification, appointment booking, and automated follow-up, creating a unified context across every channel.
- **Stack:** VAPI, Twilio, n8n, OpenAI, Claude, MCP Servers, JavaScript, CRM.

Autonomous Job Search & Application Agent

- Built a fully autonomous agentic system that searches for relevant job opportunities, evaluates fit against defined criteria, and submits applications — operating without manual intervention.
- Demonstrates multi-step reasoning, tool-use orchestration, and autonomous decision-making in a real-world workflow.
- **Stack:** Claude, n8n, OpenAI, REST APIs, custom agent logic.

Instagram Outreach Automation Agent

- Designed an autonomous agent that performs targeted Instagram outreach to prospective clients — identifying leads, crafting personalized messages, and managing follow-up sequences.
- **Result:** Consistent pipeline generation through automated social selling, with zero manual effort per outreach cycle.
- **Stack:** n8n, OpenAI, Instagram API, CRM integration.

Partner Referral Network — Piacintini Construction

- Built an outbound automation system that identifies construction managers and key stakeholders across target markets, integrating them into a structured partner referral network.
- **Functionality:** End-to-end automation across prospecting, outreach, follow-up, and relationship management.
- **Result:** Consistent opportunity generation through commission-based collaboration, with the entire pipeline running autonomously.
- **Stack:** n8n, Make, OpenAI, CRM, REST APIs.

Automated Lead Follow-up & Conversion Engine

- Designed an automated sequence engine using tag-based triggers, timed sequences, and automatic stop-on-reply logic.
- **Result:** Direct increase in conversion opportunities by ensuring leads are nurtured consistently without manual intervention.

Multi-System API Integration

- Integration between CRMs, messaging platforms, and AI models.
- Real-time automation via webhooks; handles authentication, data transformation, and error management.

Education

Bachelor's Degree in Business Administration Brazil | Completed 2015

Languages

English (Fluent) · Portuguese (Native) · Spanish (Fluent)

Additional Strengths

- AI-augmented engineer: builds and ships production-grade automation using Claude Code and Cursor, executing at engineering speed without traditional development overhead.
- Results- and ROI-oriented mindset, focusing on systems that drive revenue and reduce cost.
- High execution speed and ability to debug complex, multi-step automations.
- Translates business needs directly into automated systems and autonomous agents.
- Strong understanding of the intersection between sales, marketing, and technical operations.

Work Preferences

Remote, hybrid, or relocation. Strong interest in Malaga, Spain, Dubai, and remote roles in EMEA.