

# Daniel Archila

## Senior Automation Specialist & GTM Engineer

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### SUMMARY

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GTM engineer designing CRM, integration and AI systems for global sales and marketing teams. 14+ years in marketing automation, CRM architecture and AI. Led global automation and AI teams at HubSpot and MKS Instruments and delivered automation projects with Google and IBM. Hands-on across API integrations (Python, REST, webhooks, OAuth 2.0), n8n workflows and LLM agents, owning systems end to end from architecture through data-quality monitoring.

### EXPERIENCE

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#### Senior Automation Specialist & GTM Engineer, Independent

Sep 2026 – Present | Berlin / Remote

- Design and build AI agent and workflow systems for B2B sales and marketing teams covering lead capture, scoring, sequencing, meeting booking, CRM sync and reporting.
- Primary stack n8n, Claude and Clay, integrated with existing CRMs; each system documented for internal ownership.

#### Global Marketing Automation & AI Lead, MKS Instruments

Jun 2024 – May 2026 | Berlin

- Built a custom REST API integration (Python, webhooks, OAuth 2.0) connecting HubSpot with SAP C4C and Salesforce, giving GTM teams one real-time view from lead capture to purchase: +300% qualified leads in 15 months.
- Lead Routing Engine for 80+ distributors: routes each lead to the right territory and distributor in minutes, with SLA timers and 24h escalation. Lead response time cut from 11 days to under 4 hours, distributor-sourced pipeline up 34%, about 15 hours per week of sales time recovered.
- Designed and shipped "MKS Atlas", an internal LLM agent on the company's Azure environment trained on 5,000+ internal documents, giving Sales, Marketing and Product secure self-serve access to org knowledge.
- Repurposed 300+ hours of internal content with AI agents and automation into MKS Academy, a customer-facing eLearning line generating \$200K+ per year.
- Launched n8n workflows and AI agents for lead enrichment, content generation and cross-system data sync; owned monitoring of CRM/ERP integration points and shipped automated fixes.

#### Senior AI Product Marketing Automation Manager, HubSpot

Jan 2023 – May 2024 | Dublin / Berlin

- Partnered with Product and Engineering on HubSpot's AI tooling (Breeze Copilot, AI forecasting, AI content agents), contributing to model training and go-to-market rollout.
- AI Lead Qualification Layer: AI model reading intent in forms, chats and tickets on top of the behavioural score. SDR-to-opportunity conversion up 22%; time to first call for sales-ready leads down 40%.
- Built a beta-to-GA feedback pipeline (usage events + triggered micro-surveys) that cut AI feature go/no-go decisions from about a month to two weeks.

#### Senior Marketing Automation Team Lead, HubSpot

Oct 2021 – Jan 2023 | Dublin

- Led a 9-person automation team owning CRM, chatbot and email across DACH, France, LATAM, Japan and Brazil.
- Designed a self-purchase, low-touch buying flow: +32% SMB conversion and -12% CAC within six months.
- Localised Nurture Engine: master workflows auto-cloned per region, with translation and QA before go-live. Launch time cut from 10–12 weeks to under 3; coverage grew from 3 to 12 languages across 9 regions with no added headcount.
- Ran partner automation with Google (joint GA4/Ads to HubSpot attribution pipeline, \$1.8M shared pipeline) and IBM (ABM engagement on target accounts from 18% to 47%).

#### Marketing Manager, ShapeDiver

Jun 2017 – Sep 2021 | Vienna

- Implemented HubSpot CRM, Mailchimp automation and GTM/GA from scratch, then rebuilt the site around real user journeys: +200% conversion.

### **CRM & PPC Manager, CrunchDNA (formerly The Crunch)**

Jul 2014 – May 2017 | Mexico City

- Built a custom PPC optimisation tool automating bids across thousands of Amazon and Google Ads campaigns (-23% marketing cost) and a HubSpot automation architecture spanning marketing, sales and support.

### **SAMPLE PROJECTS (INDEPENDENT CASE STUDIES)**

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#### **Case study: Inbound Qualification Agent (Series A B2B SaaS)**

n8n + Claude agent that enriches and scores every lead against the ICP and alerts the right SDR with a short brief. Time to first contact from about 18 hours to under 10 minutes; "worth the call" rate from 35% to 60%+; one SDR moved from triage to selling.

#### **Case study: Outbound Research & Sequencing Agent (mid-market B2B)**

Account research and personalised openers placed in a rep review queue before anything sends. Reply rate from under 1% to about 8%; outbound meetings tripled with the same SDR team.

### **CORE COMPETENCIES**

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Lead capture and enrichment; lead and account scoring (rules-based and LLM-assisted); territory routing, SLAs and lifecycle automation; AI agents and LLM workflows; CRM and system integration (HubSpot, Salesforce, SAP C4C); reporting, attribution and data-quality monitoring.

### **SKILLS**

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**Automation & AI:** n8n, Claude, Claude Code, Clay, OpenAI, Gemini, Zapier, Make, Antigravity, Codex, HeyGen

**CRM & Sales:** HubSpot (expert), Salesforce, SAP C4C, Apollo, Zendesk

**Integration & Code:** Python, REST APIs, webhooks, OAuth 2.0, JSON, XML, SQL, JavaScript, Git

**Data & Infrastructure:** BigQuery, Supabase, PostHog, GA4, Looker Studio, Microsoft Azure, AWS, Airtable

### **EDUCATION & CERTIFICATIONS**

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- Marketing MBA, Section School
- BBA, Universidad Francisco Marroquín
- Digital Marketing Diploma, Aden Business School
- Python & API Development, Azure & AWS, DataCamp

### **LANGUAGES**

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Spanish (Native), English (C2), German (B1)