

Stephen Karanja

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SUMMARY

AI Automation & GTM Systems Engineer with 5+ years building AI-powered revenue systems, outbound automation infrastructure, enrichment pipelines, and internal GTM tooling for B2B environments. Experienced in designing scalable workflow architectures that connect **CRM systems, enrichment platforms, APIs, analytics tools, and AI workflows** to improve outbound efficiency, lead intelligence, funnel visibility, and operational speed. Strong background in Python, JavaScript, APIs, workflow orchestration, AI-assisted automation, and event-driven systems using tools including **n8n, Clay, Make, Zapier, OpenAI APIs, and Claude**. Daily user of AI-native development environments, including ChatGPT, Claude, Cursor, and Codex for rapid prototyping, workflow optimization, and production deployment. Focused on building practical systems that reduce manual operations, accelerate GTM execution, and enable faster experimentation across sales, marketing, and revenue operations teams.

SKILLS

- **GTM Engineering & Revenue Systems-** GTM Workflows, Revenue Operations, Lead Enrichment, Prospect Intelligence, Pipeline Automation, Lifecycle Automation, Trigger-Based Outreach, Funnel Visibility, Attribution Workflows, CRM Automation, Outbound Systems, Signal-Based Prospecting, Conversion Operations
- **Automation & AI Systems-** AI Workflows, Workflow Orchestration, AI Agents, LLM Workflows, Prompt Engineering, Event-Driven Automation, Structured JSON Outputs, Intelligent Automation, AI-Assisted Research Systems, Workflow Monitoring, Retry Logic, Fault-Tolerant Systems
- **Programming & Infrastructure-** Python, JavaScript, REST APIs, Webhooks, ETL Pipelines, PostgreSQL, BigQuery, Docker, AWS, GCP, Git, CI/CD, Data Transformation, Observability, Workflow Debugging
- **Platforms & Tools-** n8n, Clay, Make.com, Zapier, Apify, Airtable, Supabase, OpenAI API, Claude, HubSpot, Slack API, Notion API, ZenRows, LinkedIn Data Workflows

PROFESSIONAL EXPERIENCE

AI Automation & GTM Systems Engineer | Data Analyst Team Lead

CloudFactory, Nairobi, Kenya (Remote), Aug 2020 – Present

Design and build AI-powered automation systems supporting outbound operations, lead intelligence, revenue workflows, and operational scalability across B2B environments.

Key Contributions

- Built GTM automation systems integrating CRM platforms, enrichment APIs, web scraping workflows, and AI-powered research pipelines to automate lead qualification, prospect enrichment, and outbound preparation.
- Designed event-driven automation architectures using n8n, Make, Python, APIs, and webhooks supporting scalable workflow orchestration and operational reliability.
- Developed AI-assisted prospect research and categorization systems using Claude and OpenAI APIs with structured outputs and conditional workflow logic.
- Built internal tooling supporting KPI visibility, lead routing, enrichment monitoring, and workflow observability across operational and revenue teams.

- Integrated multiple external data sources, including APIs, databases, LinkedIn workflows, Apify, and structured web scraping pipelines to improve targeting accuracy and prospect intelligence.
- Implemented retry handling, rollback safeguards, monitoring systems, and modular workflow architecture to improve automation resilience and reduce operational failure points.
- Collaborated directly with cross-functional stakeholders across operations, sales, marketing, and customer success to improve workflow efficiency and pipeline operations.
- Used AI-native development environments, including Claude, Cursor, Codex, and ChatGPT daily for workflow prototyping, debugging, automation optimization, and rapid experimentation.

Selected Impact

- Reduced manual prospect research and enrichment workload by 33% through AI-assisted automation systems and API-driven enrichment workflows.
- Built automation infrastructure processing 50,000+ workflow executions monthly with high operational reliability and centralized monitoring.
- Improved outbound workflow scalability through modular orchestration systems and event-driven automation architecture.
- Increased operational visibility by implementing centralized reporting and KPI automation workflows.

Data Analyst, Automation Support

CloudFactory, Nairobi, Kenya (Remote), Aug 2018 – Jul 2020

Supported operational automation initiatives through workflow development, API integrations, ETL pipelines, and reporting automation.

Key Contributions

- Developed automation workflows using Python, SQL, APIs, Make.com, and Zapier to support reporting, validation, enrichment, and operational processes.
- Built ETL pipelines integrating operational databases and external systems to improve data synchronization and workflow scalability.
- Supported automation debugging, workflow monitoring, and production issue resolution across operational systems.
- Assisted in the development of reporting dashboards and operational analytics workflows, improving visibility for internal teams.
- Contributed to early AI-assisted enrichment and segmentation workflows supporting outbound and operational initiatives.

Selected Impact

- Reduced reporting cycle time by 22% through automated reporting workflows and API-based synchronization systems.
- Improved workflow reliability and scalability through automation optimization and integration improvements.

EDUCATION & CERTIFICATIONS

- **Bachelor of Applied Science (BASc)**, Data Science, *ExploreAI Academy*
- **Bachelor of Commerce (Marketing)**, KCA University
- **Certificate – Supervisory Control and Data Acquisition (SCADA)**, *Centurion Systems*
- **Google Data Analytics Professional Certificate**, *Coursera*

TECH STACK

- **Clay.com, n8n, Make.com, Zapier, Apify, ZenRows, Python, JavaScript, REST APIs, OpenAI API, Azure OpenAI, PostgreSQL, BigQuery, Snowflake, Supabase, Docker, Airflow, dbt, AWS, GCP, Power BI, Airtable, Notion API, Slack API, Git, CI/CD, JSON, Webhooks, KPI Dashboards, Workflow Automation, AI Workflows, GTM Systems, Revenue Operations, Lead Enrichment,**

PROJECTS

AI-Powered Lead Enrichment & Prospecting System

Designed and deployed an AI-assisted lead enrichment and prospect intelligence system automating research, segmentation, qualification, and outbound preparation workflows for B2B targeting.

Technologies

Clay, Python, OpenAI API, n8n, Airtable, Apify, APIs, Webhooks

Highlights

- Built automated enrichment pipelines integrating multiple external APIs and structured data sources.
- Developed AI-assisted lead qualification workflows using structured LLM outputs and enrichment logic.
- Automated outbound preparation workflows reducing manual prospect research overhead.
- Integrated structured and unstructured data pipelines for improved targeting accuracy and lead intelligence visibility.

Result

Reduced manual prospecting workload while improving lead quality, segmentation consistency, and workflow scalability.

End-to-End Automation Pipeline

Built a modular automation infrastructure combining ETL pipelines, AI workflows, Docker deployments, and event-driven orchestration systems.

Technologies

Python, n8n, PostgreSQL, Docker, APIs, GitHub CI/CD

Highlights

- Designed scalable automation workflows with monitoring, retry handling, and observability systems.
- Built API-driven event pipelines supporting automated operational processing and workflow coordination.
- Implemented CI/CD deployment workflows, improving automation deployment speed and reliability.
- Improved execution resilience through modular workflow architecture and fault-tolerant design patterns.