

2026

AUTOMATIONS
STORY

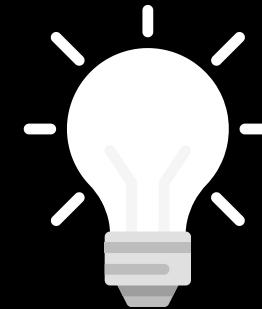
Sergio Lopez Equiza



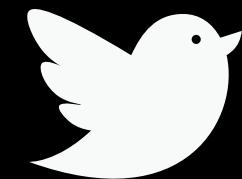
2026

Get to
Know Me

GTM Engineer



Discover exactly what I've accomplished over the past 3 years of automation focused growth so you can see what I could bring to your company.



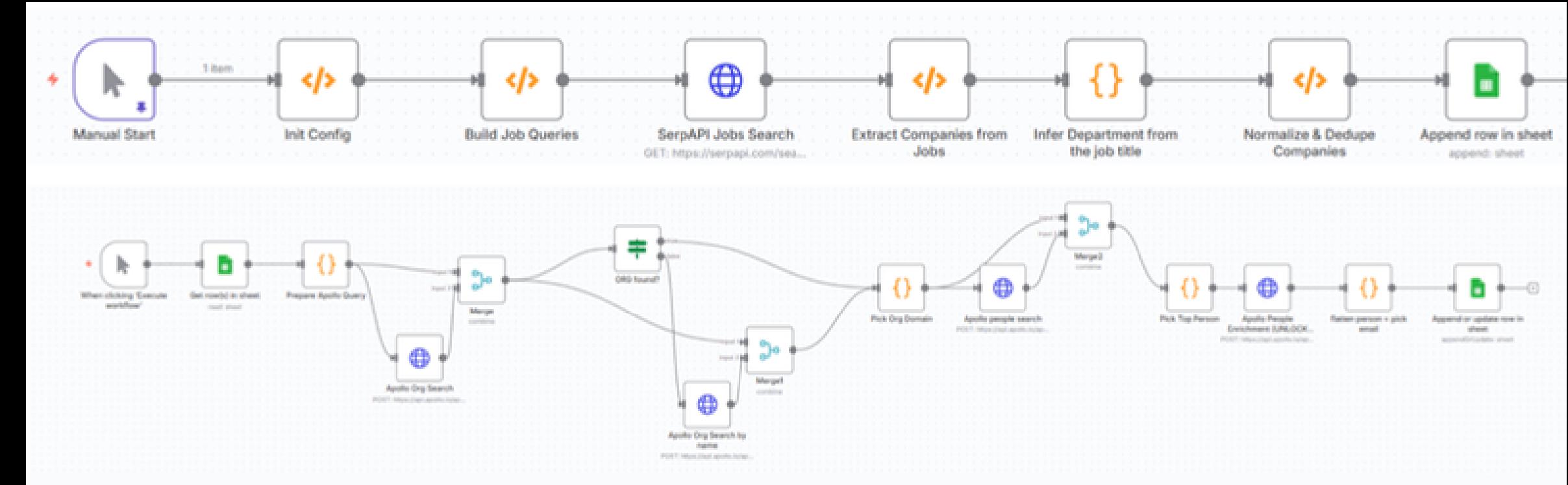
GTM Engineer, no-code developer, and marketing-automation specialist with a background in finance, mechanical engineering, and project management.
#nocode #automation #growth #engineering #mensa

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Client Automations

CRITICAL BUSINESS AUTOMATION SPECIALIST @NegotiationByDesign

I designed a **n8n** automation that searches for job offers related to an specific area and it looks in **Apollo** for the person responsible for that department, and gets all the contact information in order to then do cold outreach. In order to simplify it and reduce the chances of breaking the automation is split in 2. First one gets the job offers using **SerpAPI** and then the other one looks for the person in charge and the contact information.



Business Opportunity: NegotiationByDesign is a small boutique that provides consultations and workshops around negotiation. I realised that there was a higher likelihood of a need of such workshop if a company was looking for talent skilled in negotiation.

Experiment process: The team was given a GPT to write personalised outreach based on the company, and the system was automatically pulling leads based on the new job offers.

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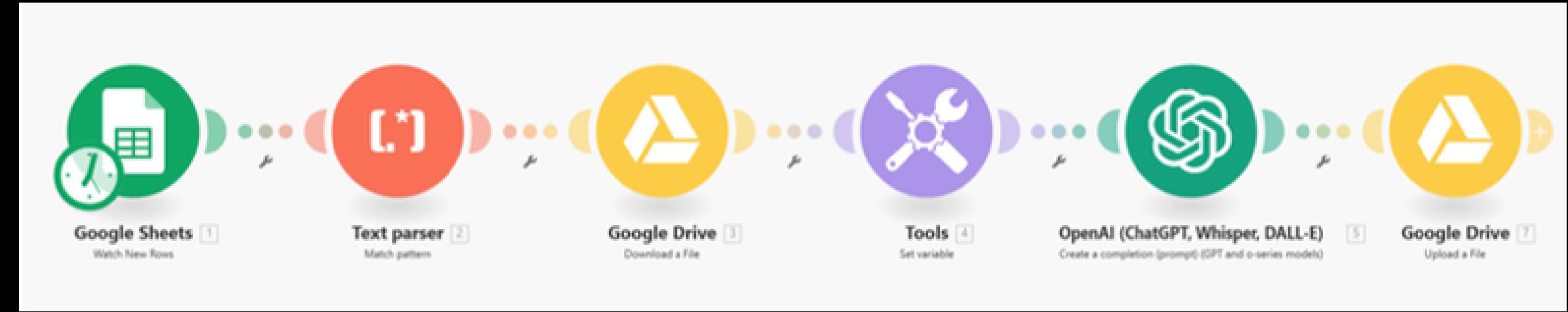
Client Automations

CRITICAL BUSINESS AUTOMATION SPECIALIST @NegotiationByDesign

This automation is SEO-focused and is automatically rewriting articles based on the AI Overview.

Adding a layer of AI response to the article, especially at the beginning, correcting and expanding the article are the main triggers that increment the possibility of being cited in AI overviews.

I designed an automation that rewrites the content according to the AIO.



Business Opportunity: A client needed content that could be potentially ranking for AIO without the need for manual intervention.

Experiment process: I designed a system that would automatically optimize their content (the one that ranks in the first page of SEO) and adapts to the AI Overviews.



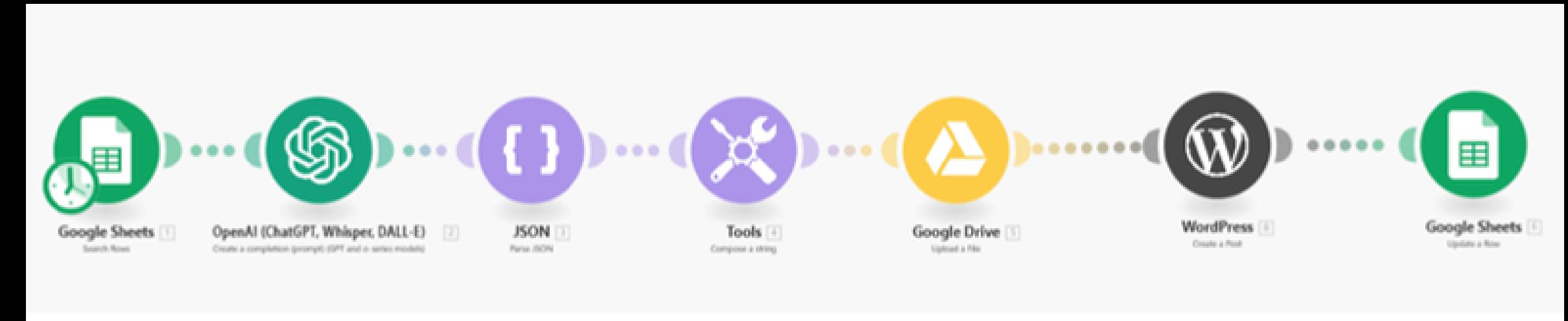
2025-
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Client Automations

CRITICAL BUSINESS AUTOMATION SPECIALIST @NegotiationByDesign

This automation is designed to write articles according to the outline that makes it more likely to rank for SEO.

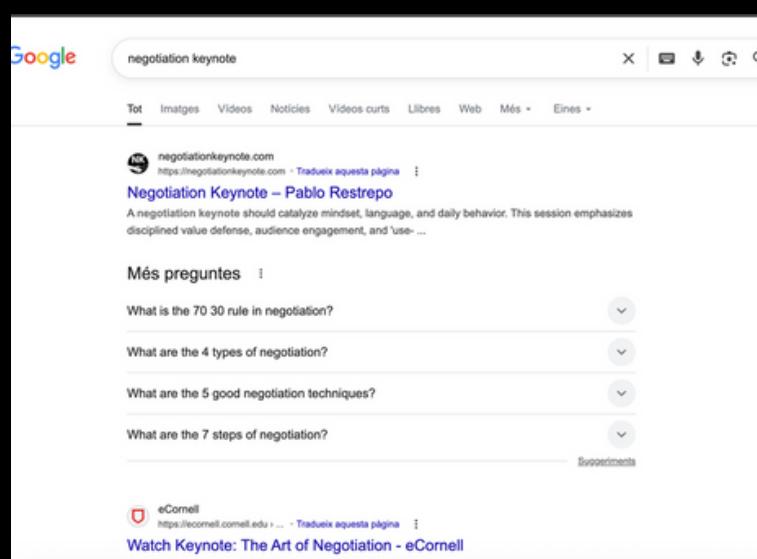
I designed an automation that writes SEO optimized content at scale, with brand voice, without the need of manual intervention.



Business Opportunity: NegotiationByDesign needed a way to write powerful content around negotiation with limited resources.

Experiment process: I designed a system that would automatically write the content for them.

I also established them as leaders and they're ranking #1 for a high ROI-oriented keyword "Negotiation Keynote"



2025-
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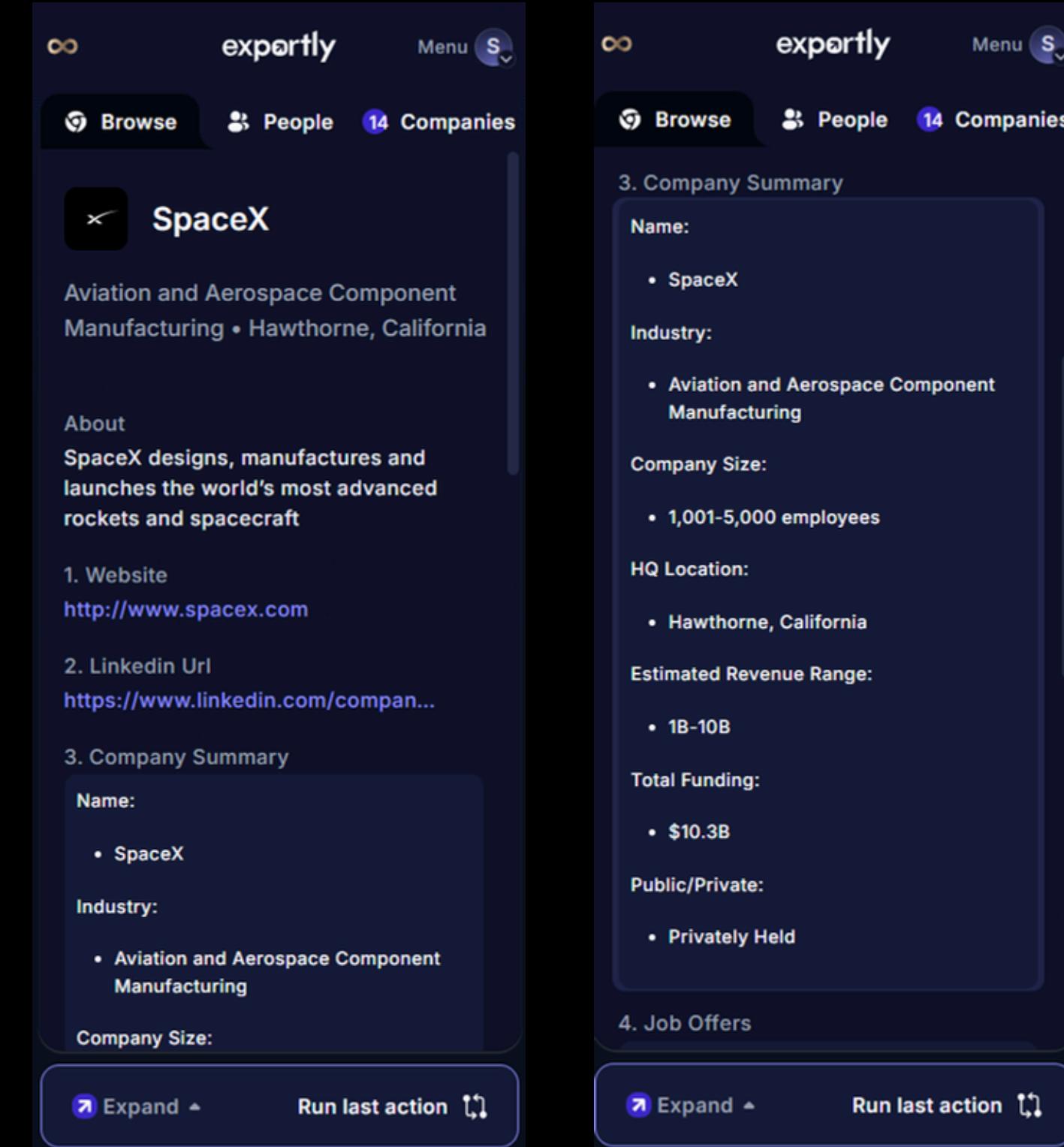
Client Automations

DATA & GTM AUTOMATION @EXPORTLY

I designed a modular Clay automation that generates a one-click company dossier for sales teams directly inside Exportly.

The system enriches company data, detects hiring and growth signals, analyzes tech stack usage, and synthesizes everything into an AI-ready summary optimized for speed and cost.

The workflow is fully modular, allowing teams to trade off depth versus execution time without breaking the table.



The screenshots show the Exportly app interface for the company 'SpaceX'. The left screenshot shows the initial company summary with sections for Name, Industry, Company Size, Website, and LinkedIn URL. The right screenshot shows the expanded '3. Company Summary' section with detailed information like HQ location, estimated revenue range, total funding, and public/private status.

Left Screenshot (Initial Summary):

- Name: SpaceX
- Industry: Aviation and Aerospace Component Manufacturing
- Company Size: 1,001-5,000 employees
- Website: <http://www.spacex.com>
- LinkedIn URL: <https://www.linkedin.com/compan...>

Right Screenshot (Expanded Summary):

- Name:** SpaceX
- Industry:** Aviation and Aerospace Component Manufacturing
- Company Size:** 1,001-5,000 employees
- HQ Location:** Hawthorne, California
- Estimated Revenue Range:** 1B-10B
- Total Funding:** \$10.3B
- Public/Private:** Privately Held



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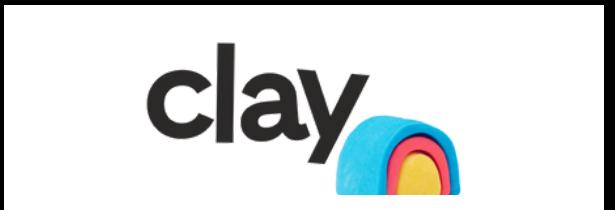
Client Automations

DATA & GTM AUTOMATION @CONTINENTRISING

	Find people	Company Table Data	First Name	Last Name	Full Name	Job Title	Location	LinkedIn Profile	Company name	Company Domain	Company LinkedIn	Work Email	Y
	Up-to-date	100%										100%	
1. ROBERT KAMAU	Company	Robert	KAMAU	ROBERT KAMAU	Mechanical Engineer	Kigali City, Rwanda	https://www.linkedin.com/in/robertkamau/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/			
2. Adonijah Otiene Ogara	Company	Adonijah	Otiene	Ogara	Adonijah Otiene Ogara	Mechanical Engineer	Kigali City, Rwanda	https://www.linkedin.com/in/adiotene/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	adonijah.ogara@amperand...	
3. Fumanya Oketaka-Kooper	Company	Fumanya	Oketaka-Kooper	Fumanya Oketaka-Kooper	Senior Product Manager, En...	Kigali, Kigali City, Rwanda	https://www.linkedin.com/in/fumanyaoketaka/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	Fumanya@amperand.solar		
4. Asp T.	Company	Asp	T.	T.	Asp T.	Co-founder and President	Kigali, Kigali City, Rwanda	https://www.linkedin.com/in/asp-t/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	asp@amperand.solar	
5. Alice Reema	Company	Alice	Reema	Reema	Alice Reema	General Counsel	Rwanda	https://www.linkedin.com/in/alicerreema/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	alice@amperand.solar	
6. Chinchin Kelvin	Company	Chinchin	Kelvin	Kelvin	Chinchin Kelvin	Senior Software Engineer	Kenya, Kenya	https://www.linkedin.com/in/chinchinkelvin/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	kelvin.chinchin@amperand...	
7. Evis Ingwah	Company	Evis	Ingwah	Ingwah	Evis Ingwah	Data Engineer	Kigali, Kigali City, Rwanda	https://www.linkedin.com/in/evis-ingwah/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	evis.ingwah@amperand...	
8. Daniel Gatura	Company	Daniel	Gatura	Gatura	Daniel Gatura	Founder & Business Develop...	Nairobi County, Kenya	https://www.linkedin.com/in/danielgatura/	Ac Mobility	acmobility.co.ke	https://www.linkedin.com/company/acmobility-coke/	danny@acmobility.co.ke	
9. Victor Ngabiriyemahoro	Company	Victor	Ngabiriyemahoro	Ngabiriyemahoro	Victor Ngabiriyemahoro	Senior Software Engineer	Kigali City, Rwanda	https://www.linkedin.com/in/victorngabiriyemahoro/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	Victor.ngabiriyemahoro@am...	
10. Deeku Wahome	Company	Deeku	Wahome	Wahome	Deeku Wahome	Brand Observer	Nairobi County, Kenya	https://www.linkedin.com/in/deekuwahome/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	deekuwahome@aphamundi...	
11. Emma Stella Tuyisenge	Company	Emma	Tuyisenge	Tuyisenge	Emma Stella Tuyisenge	People Associate and Office...	Kigali City, Rwanda	https://www.linkedin.com/in/emmatuyisenge/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	emma@amperand.solar	
12. Matthew Higgins	Company	Matthew	Higgins	Higgins	Matthew Higgins	VP Commercial & Operations	Whitchurch, England, United Kingdom	https://www.linkedin.com/in/matthewhiggins/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	matthew@amperand.solar	
13. Didier Joyeux	Company	Didier	Joyeux	Joyeux	Didier Joyeux	UX & Program Manager Pr...	Kigali City, Rwanda	https://www.linkedin.com/in/didierjoyeux/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	didier@amperand.solar	
14. REGINAH ONYANGO P...	Company	Reginah	ONYANGO PMP, PMI-ACP	ONYANGO PMP, PMI-ACP	Reginah Onyango PMP, PM...	Vehicle Success Manager	Nairobi County, Kenya	https://www.linkedin.com/in/reginahonyango/	Amperand Energy	amperand.solar	https://www.linkedin.com/company/amperand-solar/	reginahonyango@amper...	

High-intent GTM automation built for Continent Rising, targeting EV professionals actively operating in Africa.

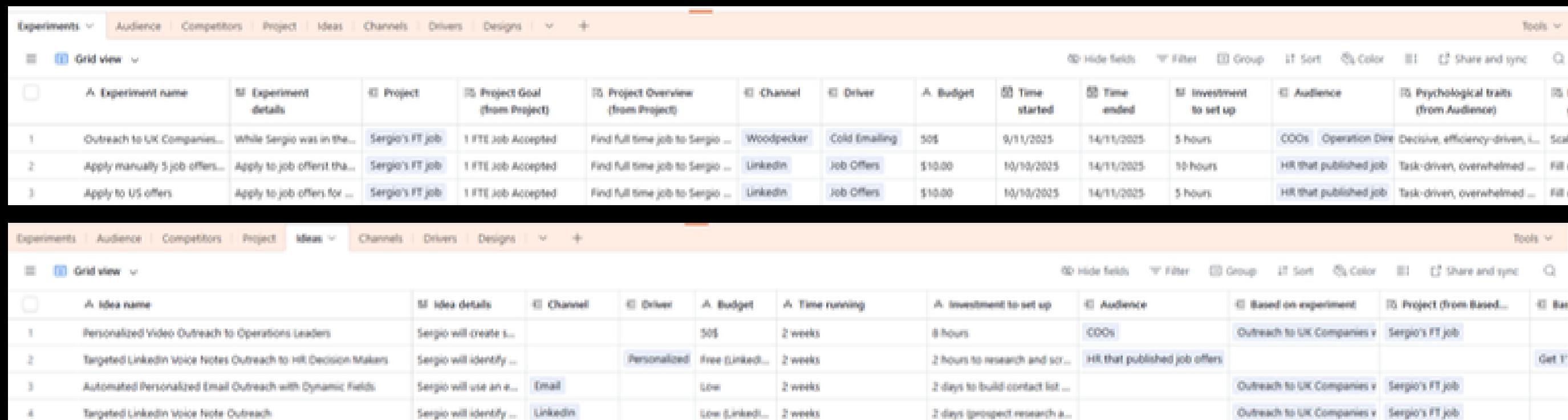
1,060 high-quality contacts enriched and verified via Clay, then activated through Woodpecker with A/B-tested messaging to drive qualified newsletter growth.



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Client Automations

Hypertry – Experimentation System Design



The screenshot displays two Airtable tables: 'Experiments' and 'Ideas'.

Experiments Table:

	A. Experiment name	B. Experiment details	C. Project	D. Project Goal (from Project)	E. Project Overview (from Project)	F. Channel	G. Driver	H. Budget	I. Time started	J. Time ended	K. Investment to set up	L. Audience	M. Psychological traits (from Audience)	N. Notes
1	Outreach to UK Companies...	While Sergio was in the...	Sergio's FT job	1 FTE job Accepted	Find full time job to Sergio ...	Woodpecker	Cold Emailing	\$0\$	9/11/2023	14/11/2023	5 hours	COOs	Operations Dir	Decisive, efficiency-driven, i...
2	Apply manually 5 job offers...	Apply to job offers tha...	Sergio's FT job	1 FTE job Accepted	Find full time job to Sergio ...	LinkedIn	Job Offers	\$1000	10/10/2023	14/11/2023	10 hours	HR that published job	Task-driven, overwhelmed ...	Find 5 job offers
3	Apply to US offers	Apply to job offers for ...	Sergio's FT job	1 FTE job Accepted	Find full time job to Sergio ...	LinkedIn	Job Offers	\$1000	10/10/2023	14/11/2023	5 hours	HR that published job	Task-driven, overwhelmed ...	Find 5 job offers

Ideas Table:

	A. Idea name	B. Idea details	C. Channel	D. Driver	E. Budget	F. Time running	G. Investment to set up	H. Audience	I. Based on experiment	J. Project (from Based...)	K. Notes
1	Personalized Video Outreach to Operations Leaders	Sergio will create 5...			\$0\$	2 weeks	0 hours	COOs	Outreach to UK Companies v	Sergio's FT job	
2	Targeted LinkedIn Voice Notes Outreach to HR Decision Makers	Sergio will identify 5...		Personalized	Free (LinkedIn)	2 weeks	2 hours to research and set ...	HR that published job offers			Get 5 job offers
3	Automated Personalized Email Outreach with Dynamic Fields	Sergio will use an e...	Email		\$0\$	2 weeks	2 days to build contact list ...	Outreach to UK Companies v	Sergio's FT job		
4	Targeted LinkedIn Voice Note Outreach	Sergio will identify 5...	LinkedIn		0 (Free LinkedIn)	2 weeks	2 days (prospect research a...	Outreach to UK Companies v	Sergio's FT job		

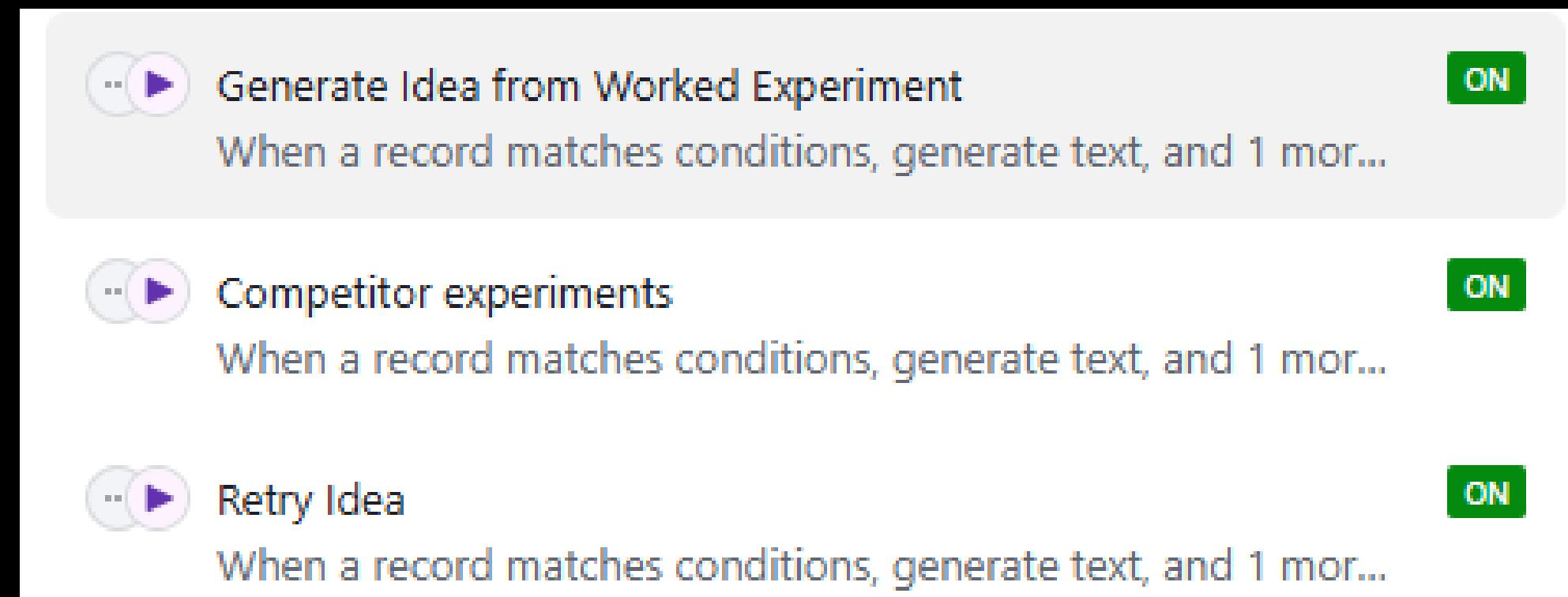
Hypertry is an internal experimentation system I designed in Airtable. It structures marketing and growth experiments into normalized tables, so ideas, channels, personas, and projects stay consistent and reusable across initiatives.

The system separates projects, experiments, ideas, audiences, competitors, and growth drivers. This enables experiments to be analyzed, reused, and evolved over time instead of living as isolated tests.

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My Automations

Hypertry –Automations



Hypertry uses multiple AI-driven automations that work together as an experimentation engine. Each automation covers a different stage of the experiment lifecycle, from idea generation to iteration. Ideas are generated from successful experiments, inspired by competitor activity, and refined when they are marked as not a fit. This allows experimentation to continue evolving instead of stopping at a single outcome.

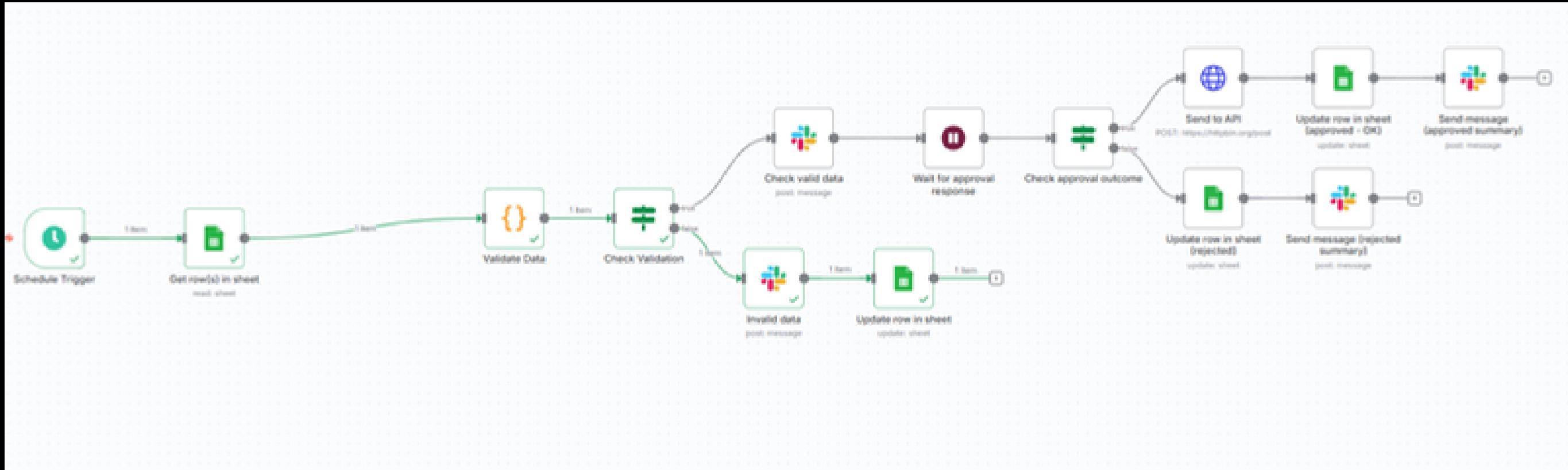
- Generate Idea from Worked Experiment** ON
When a record matches conditions, generate text, and 1 more...
- Competitor experiments** ON
When a record matches conditions, generate text, and 1 more...
- Retry Idea** ON
When a record matches conditions, generate text, and 1 more...

Hypertry uses multiple AI-driven automations that work together as an experimentation engine. Each automation covers a different stage of the experiment lifecycle, from idea generation to iteration. Ideas are generated from successful experiments, inspired by competitor activity, and refined when they are marked as not a fit. This allows experimentation to continue evolving instead of stopping at a single outcome.

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My Automations

Automated end-to-end KYC approval workflow integrating Google Sheets, Slack, and API validation using n8n.

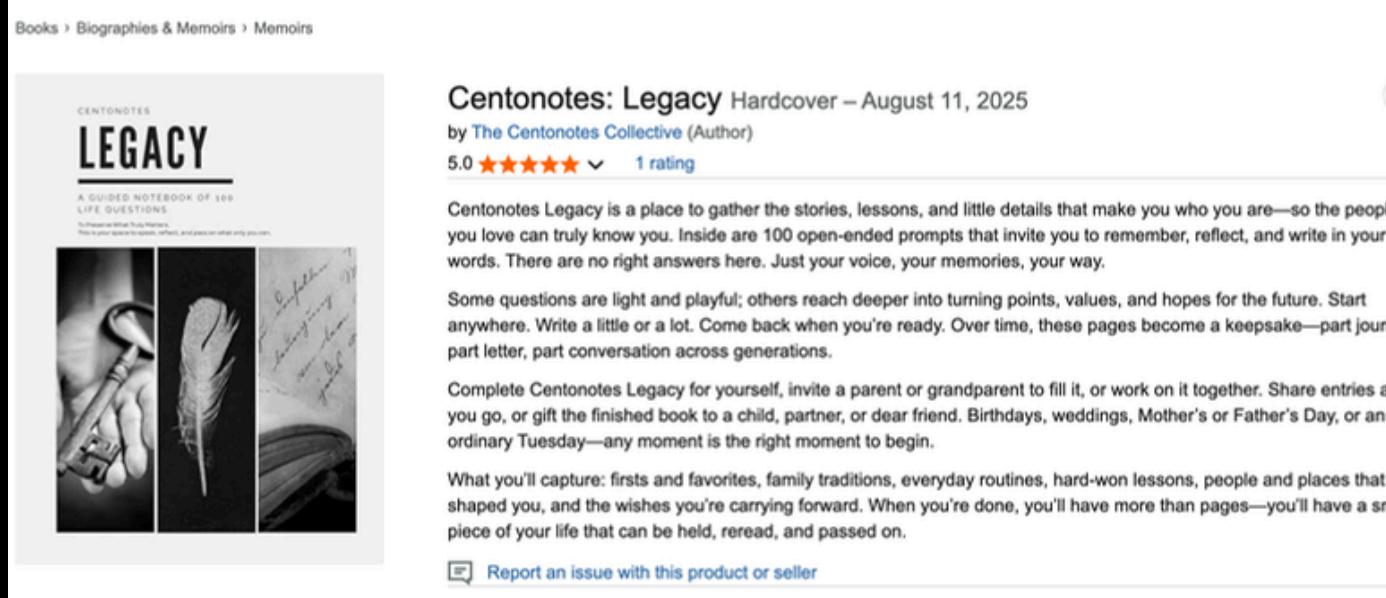


This workflow automates the KYC approval process from data validation to reviewer feedback. It validates user submissions for correct email, wallet, and Slack ID formats, then sends pending entries to Slack for manual approval or rejection. Approved entries trigger an external API call and log results back into Google Sheets, while rejected ones notify the submitter automatically. Designed for continuous polling, it handles resubmissions seamlessly and maintains a clear audit trail for every KYC decision.

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My Automations

Books > Biographies & Memoirs > Memoirs



Centonotes: Legacy Hardcover – August 11, 2025
by The Centonotes Collective (Author)
5.0 1 rating

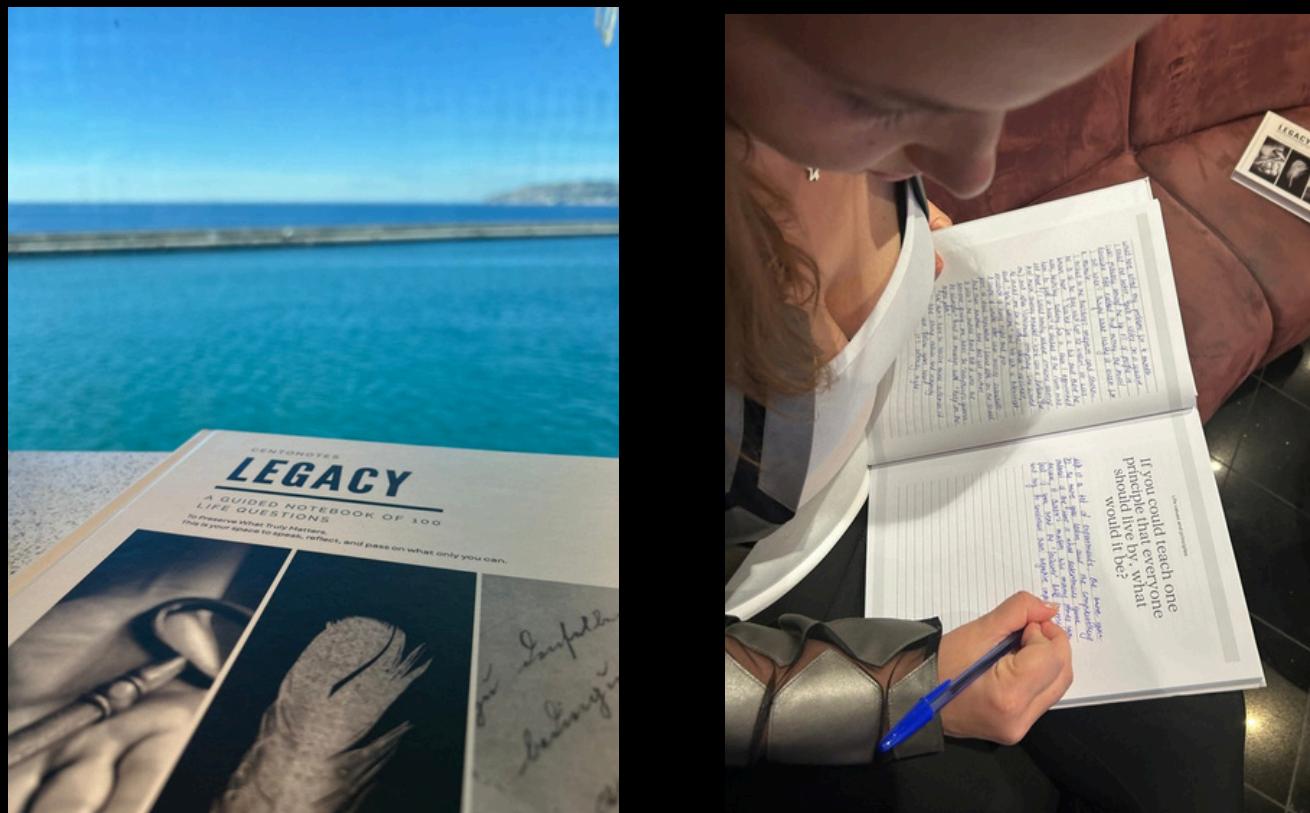
Centonotes Legacy is a place to gather the stories, lessons, and little details that make you who you are—so the people you love can truly know you. Inside are 100 open-ended prompts that invite you to remember, reflect, and write in your own words. There are no right answers here. Just your voice, your memories, your way.

Some questions are light and playful; others reach deeper into turning points, values, and hopes for the future. Start anywhere. Write a little or a lot. Come back when you're ready. Over time, these pages become a keepsake—part journal, part letter, part conversation across generations.

Complete Centonotes Legacy for yourself, invite a parent or grandparent to fill it, or work on it together. Share entries as you go, or gift the finished book to a child, partner, or dear friend. Birthdays, weddings, Mother's or Father's Day, or an ordinary Tuesday—any moment is the right moment to begin.

What you'll capture: firsts and favorites, family traditions, everyday routines, hard-won lessons, people and places that shaped you, and the wishes you're carrying forward. When you're done, you'll have more than pages—you'll have a small piece of your life that can be held, reread, and passed on.

[Report an issue with this product or seller](#)



The experiment consists in publishing and selling a series of books asking 100 questions to the reader about different areas of his/her life. See below the automation process to be able to design the book with just one click. Also in order to sell it I created a webpage for the book.

This way I can make many books for the same series and increase recurrence.

Link to the first book

Prompt to fill the wide-format CSV correctly

I have uploaded a CSV template with this exact header:

Area,EntryText,Quote1,Quote2,Quote3,Question1,Question2,Question3,Question4,Question5,Question6,Question7,Question8,Question9,
Question10

Instructions:

Keep the header exactly as-is.

Output exactly 10 rows (one per Area).

Replace all placeholder cells with original content about the theme <THEME>.

Each row must contain:

Area: short, clear subtopic title.

EntryText: 35-60 words, one paragraph, no line breaks.

Quote1-3: short inspirational quotes (≤140 characters each, with attribution). Escape double quotes by doubling them ("").

Question1-10: 10 unique, open-ended questions (10-20 words each, ending with ?). No numbering inside the text.

Output must be valid CSV (RFC 4180):

Wrap every field in straight double quotes ".

Separate fields with commas.

One row per line.

No Markdown fences (``) or explanations.

Important: Instead of pasting the CSV as plain text, return it as a downloadable file named questions_<THEME>.csv.

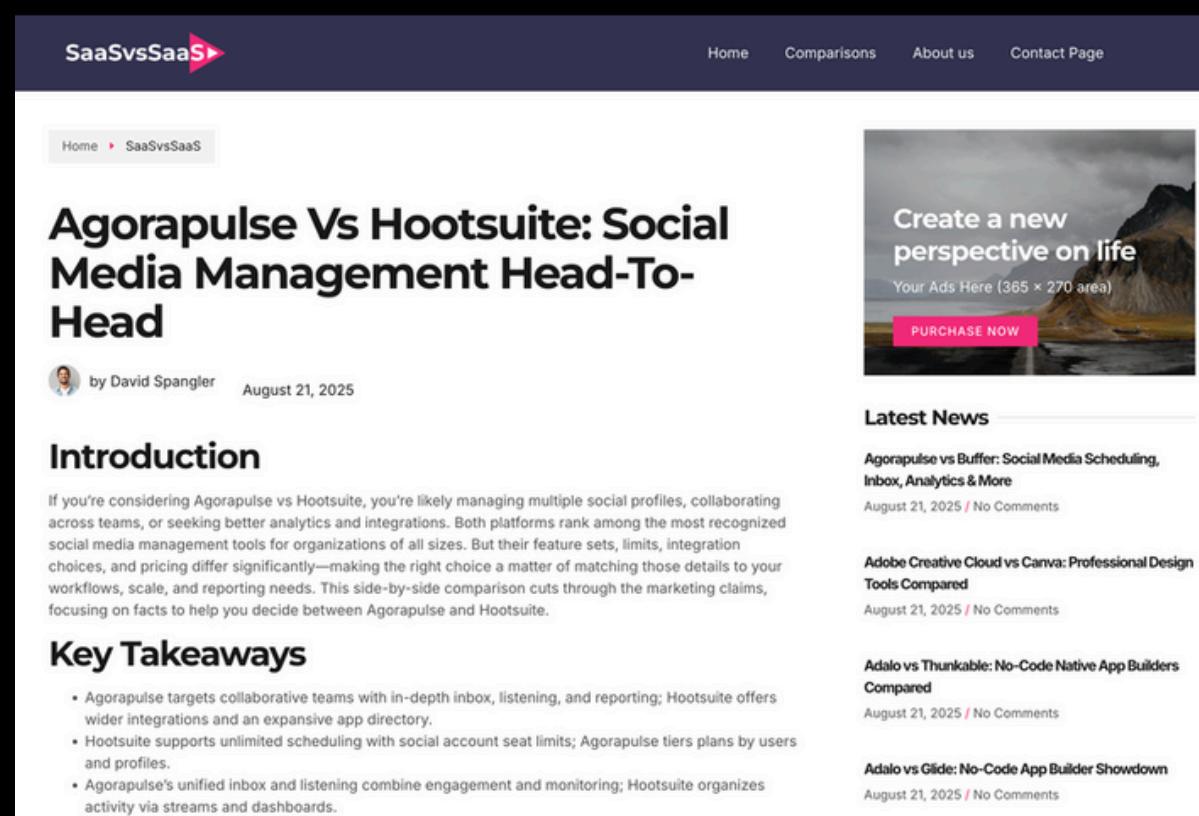
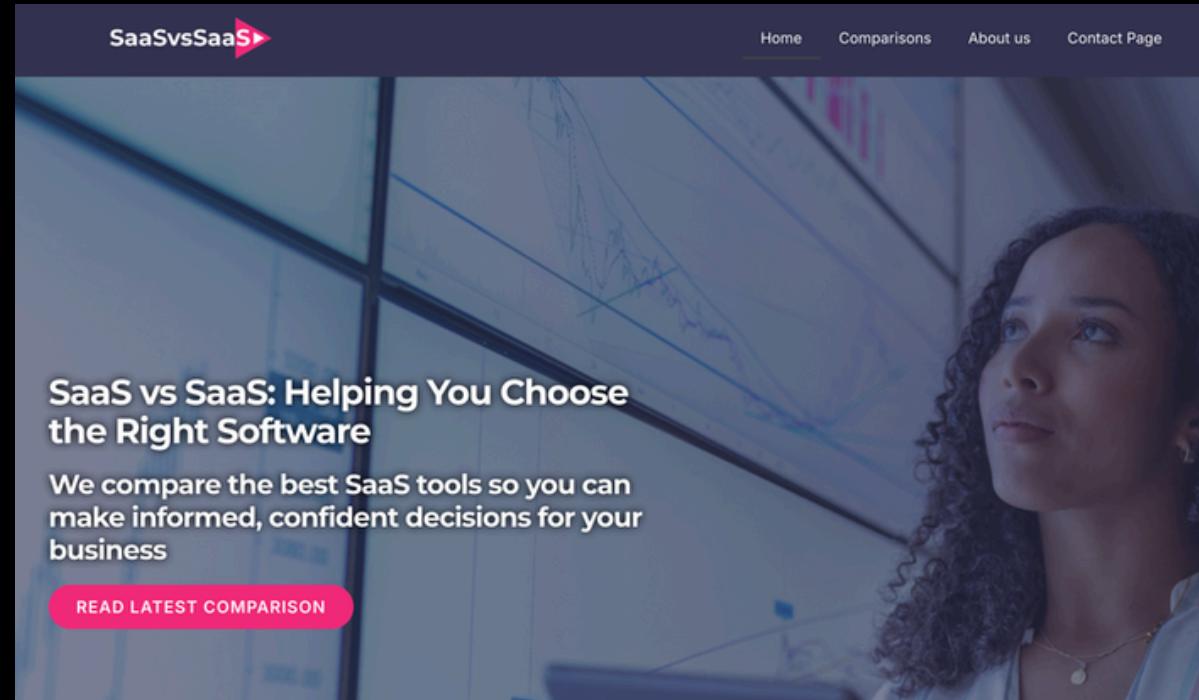
Theme: <THEME>

First step

The first step is to upload the CSV into ChatGPT with the prompt filled.

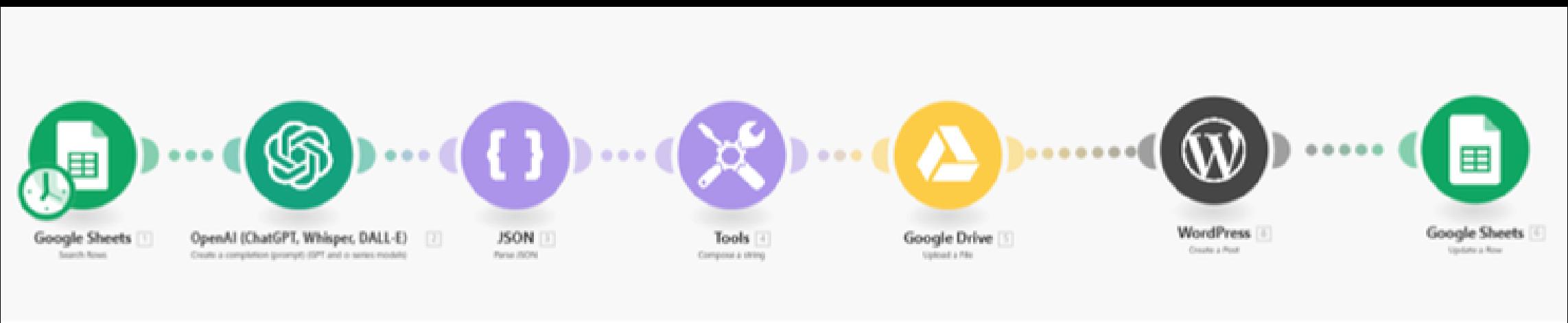
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My Automations



This website is a blog that publishes articles that compare 2 SaaS. The objective is to position the webpage for valuable keywords and sell this articles to companies. [Link to webpage.](#)

A make automation automatically creates and uploads an article a day.



This automation, built in Make, streamlines the full content creation and publishing process for the website SaaSvsSaaS.com. It begins by fetching data from Google Sheets, which serves as the content source containing the SaaS pairs and key parameters for each comparison. Then, OpenAI (ChatGPT) automatically generates a complete article based on this input, following a consistent tone and SEO-optimized structure.

The generated text is then parsed through a JSON module and refined using Tools, which formats the output into a publish-ready version.

Once the content is generated, the automation uploads any associated media or files to Google Drive, and then creates a new post in WordPress: fully automating the publishing process without manual intervention.

Finally, it updates the original Google Sheet with the publication details, such as the post URL and status.

This system autonomously produces and publishes one article per day, ensuring consistent SEO growth and scalable content generation for SaaSvsSaaS.com, while minimizing manual workload.

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My Automations

To make the SaaSvsSaaS content pipeline work, the automation first fills a Google Sheet with all the research data each article needs.

It collects relevant entities, FAQs, and credible sources for every keyword, so ChatGPT can later write technically accurate, SEO-optimized articles.

This system transforms raw keywords into structured article briefs that are ready for generation.



This automation performs real Google searches for each keyword, extracts useful data, and fills the spreadsheet automatically with everything the writer AI needs – from topics and FAQs to verified sources and tags.

Together with the publishing automation, it creates a fully autonomous SEO content system – from keyword to published article, without manual research or data entry.

2024-
CURRENT

My Automations

Built a Clay workflow to sell advertising placements in SaaS comparison articles. Sourced decision-makers from target companies, enriched with 6-provider email waterfall (98% success rate), and validated deliverability. Used Claygent to research company news, differentiators, and marketing strategies. Created modular, personalized email components referencing recent announcements and segment-specific value propositions. Implemented quality filters and conditional logic before exporting to HubSpot with complete email copy for sequencing.



Tool Name	Tool URL	Tool Version	Tool Last Update	Tool Company	Tool Company Segment	Recent Company News	Key Differentiators	Marketing Strategy	Recent News Date	Key Differentiator Date	Marketing Strategy Date	Employee Count	Company Data	Last Update Date
Angela	https://www.angela.com	2.0	2023-09-15	Angela	Enterprise	Response	Angela positions itself as...	Angela positions itself as...	On Sep 15, 2023, Angela is...	Angela positions itself as...	Angela positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Bubble	https://www.bubble.com	2.0	2023-09-15	No Profile Found	Bubble	Response	Bubble positions itself as...	Bubble positions itself as...	On Sep 15, 2023, Bubble is...	Bubble positions itself as...	Bubble positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Asana	https://www.asana.com	2.0	2023-09-15	Asana	Enterprise	Response	Asana positions itself as...	Asana positions itself as...	On Sep 15, 2023, Asana is...	Asana positions itself as...	Asana positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Sentry	https://www.sentry.io	2.0	2023-09-15	Sentry	Enterprise	Response	Sentry positions itself as...	Sentry positions itself as...	In September 2023, Sentry...	Sentry positions itself as...	Sentry positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Wrike	https://www.wrike.com	2.0	2023-09-15	Wrike	Enterprise	Response	Wrike positions itself as...	Wrike positions itself as...	On Oct 8, 2023, Wrike is...	Wrike positions itself as...	Wrike positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Postman	https://www.postman.com	2.0	2023-09-15	Postman	Enterprise	Response	Postman positions itself as...	Postman positions itself as...	On September 15, 2023, Post...	Postman positions itself as...	Postman positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15

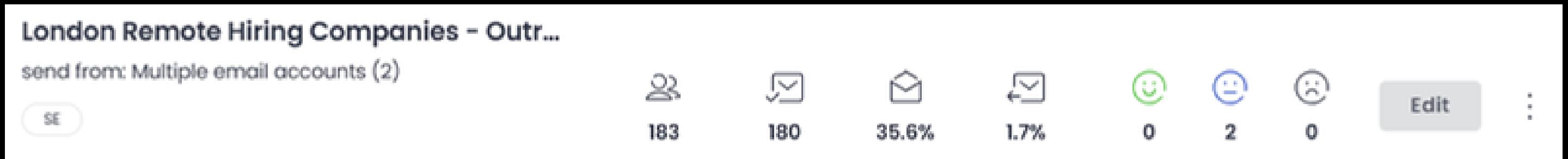
Tool Name	Tool URL	Tool Version	Tool Last Update	Tool Company	Tool Company Segment	Recent Company News	Key Differentiators	Marketing Strategy	Recent News Date	Key Differentiator Date	Marketing Strategy Date	Employee Count	Company Data	Last Update Date
Angela	https://www.angela.com	2.0	2023-09-15	Angela	Enterprise	Response	Angela positions itself as...	Angela positions itself as...	On Sep 15, 2023, Angela is...	Angela positions itself as...	Angela positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Bubble	https://www.bubble.com	2.0	2023-09-15	No Profile Found	Bubble	Response	Bubble positions itself as...	Bubble positions itself as...	On Sep 15, 2023, Bubble is...	Bubble positions itself as...	Bubble positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Asana	https://www.asana.com	2.0	2023-09-15	Asana	Enterprise	Response	Asana positions itself as...	Asana positions itself as...	On Sep 15, 2023, Asana is...	Asana positions itself as...	Asana positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Sentry	https://www.sentry.io	2.0	2023-09-15	Sentry	Enterprise	Response	Sentry positions itself as...	Sentry positions itself as...	In September 2023, Sentry...	Sentry positions itself as...	Sentry positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Wrike	https://www.wrike.com	2.0	2023-09-15	Wrike	Enterprise	Response	Wrike positions itself as...	Wrike positions itself as...	On Oct 8, 2023, Wrike is...	Wrike positions itself as...	Wrike positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15
Postman	https://www.postman.com	2.0	2023-09-15	Postman	Enterprise	Response	Postman positions itself as...	Postman positions itself as...	On September 15, 2023, Post...	Postman positions itself as...	Postman positions itself as...	1000	Annual revenue: \$10M+.	2023-09-15



2024-
CURRENT

My Automations

Automated cold-outreach workflow using Woodpecker, multi-account sending, and personalized GTM sequences.



This workflow automated a three-step cold-outreach sequence targeting decision-makers in UK companies for GTM and automation roles. It used personalized variables, timed delivery across multiple accounts, and performance tracking for opens and replies. The campaign reached 183 prospects with a 35.6% open rate and 1.7% reply rate, providing insights into email deliverability, sequencing logic, and hiring-focused messaging.



Contact

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+376 610 746

Full Growth Hacking Portfolio of 7 years of Automations
and Experiments available [here](#).