

2026

AUTOMATIONS
STORY

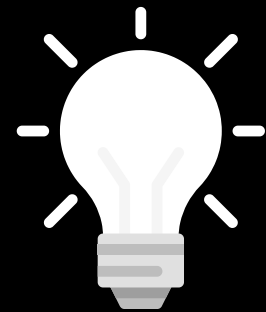
Sergio Lopez Equiza



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.



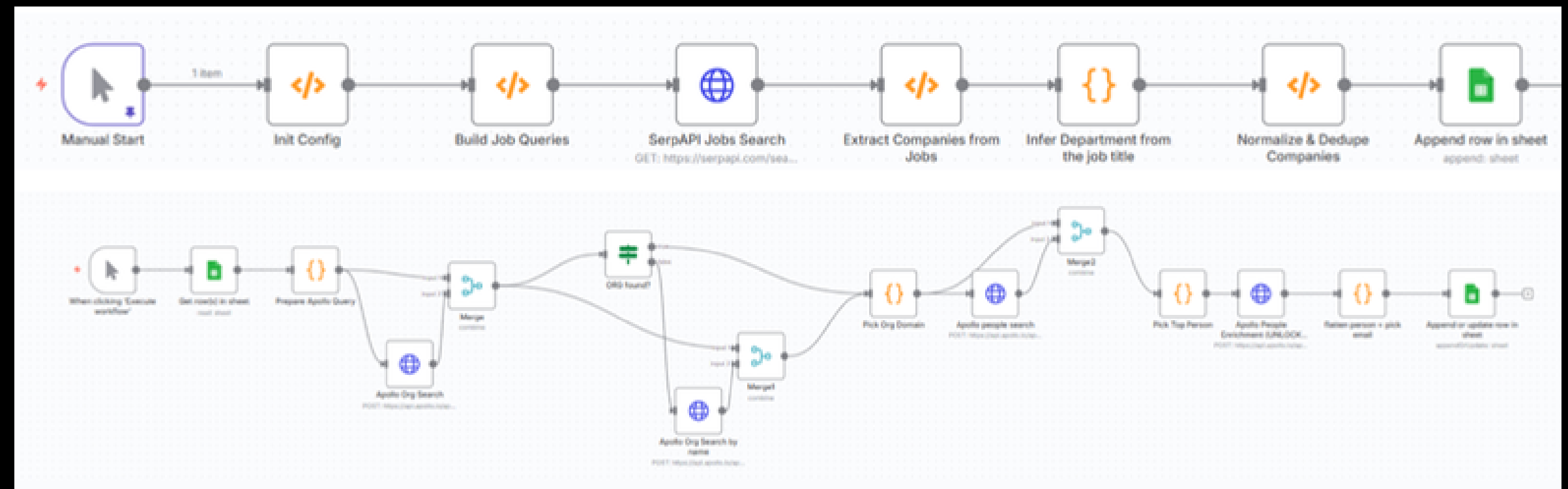
GTM Engineer, no-code developer, and marketing-automation specialist with a background in finance, mechanical engineering, and project management.
#nocode #automation #growth #engineering #mensa

2025-
CURRENT

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.

2025-
CURRENT

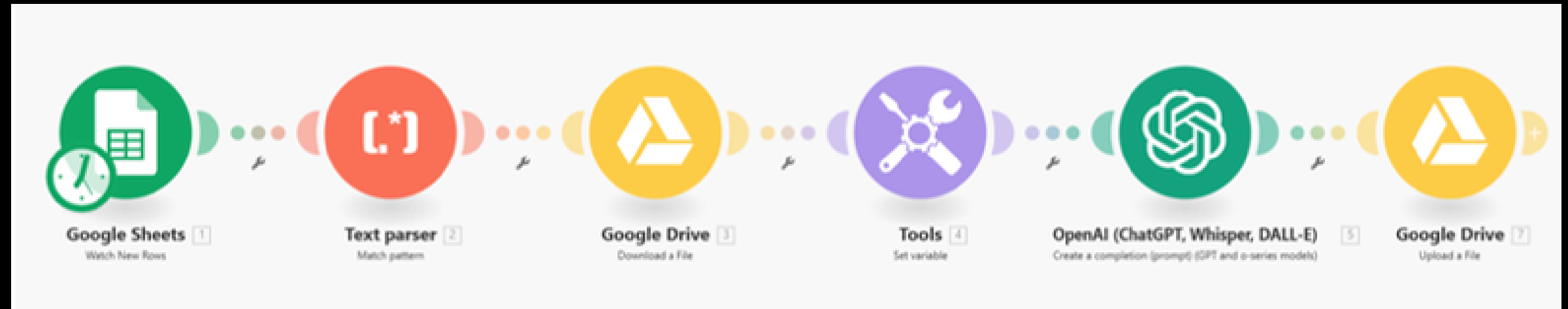
Client Automations

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.



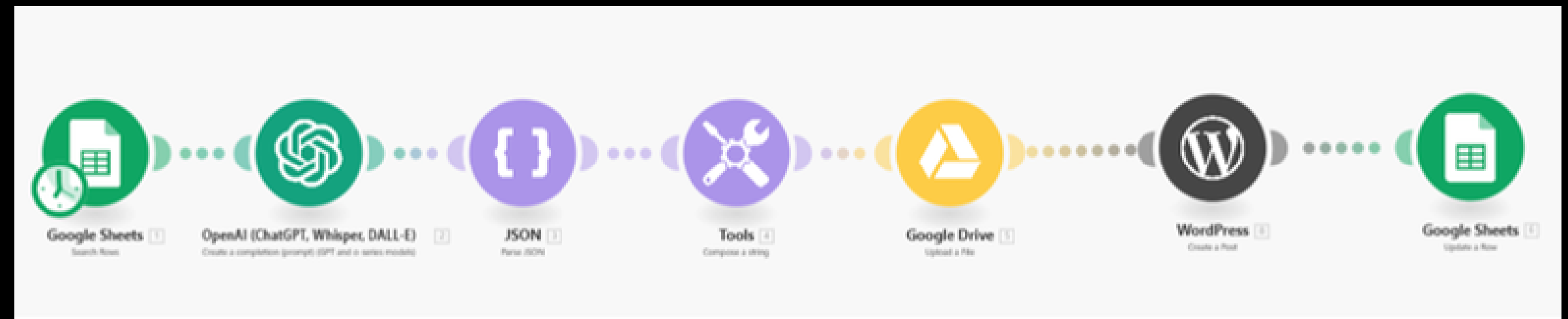
2025-
CURRENT

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.

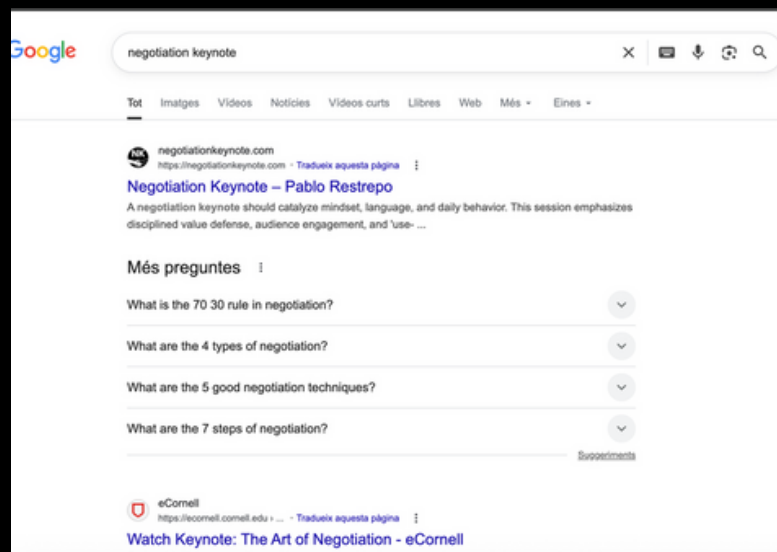
I designed an automation that writes SEO optimized content at scale, with brand voice, without the need of manual intervention.



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-
CURRENT

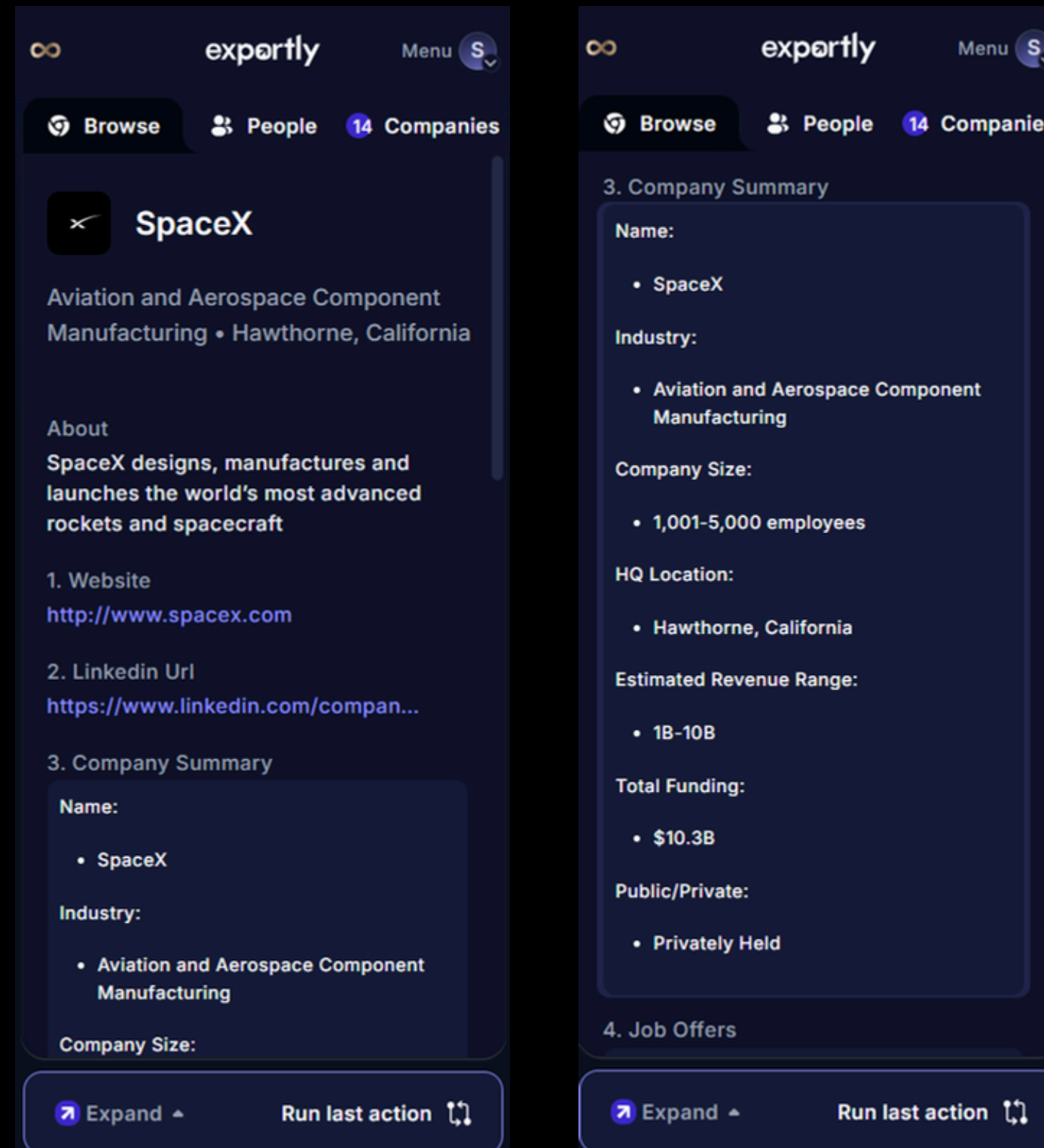
Client Automations

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.



2025-
CURRENT

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
Up to date	100%										100%
ROBERT KAMAU	Company	ROBERT	KAMAU	ROBERT KAMAU	Mechanical Engineer	Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	
Adonijah Otieno-Ogare	Company	Adonijah Otieno	Ogare	Adonijah Otieno-Ogare	Mechanical Engineer	Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	adonijah.ogare@ampersand...
Fumnanya Okaleke-Kooper	Company	Fumnanya	Okaleke-Kooper	Fumnanya Okaleke-Kooper	Senior Product Manager, En...	Kigali, Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	fumnanya@ampersand.solar
Alp T.	Company	Alp	T.	Alp T.	Co-founder and President	Kigali, Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	alp@ampersand.solar
Alice Reema	Company	Alice	Reema	Alice Reema	General Counsel	Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	alice@ampersand.solar
Chirchir Kelvin	Company	Chirchir	Kevin	Chirchir Kelvin	Senior Software Engineer	Kenya, Kenya	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	kelvin.chirchir@ampersand...
Elvis Inguha	Company	Elvis	Inguha	Elvis Inguha	Data Engineer	Kigali, Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	elvis.inguha@ampersand.s...
Daniel Gatuna	Company	Daniel	Gatuna	Daniel Gatuna	Founder & Business Develo...	Nairobi County, Kenya	https://www.linkedin.com/...	Ace Mobility	acemobility.co.ke	https://www.linkedin.com/...	danny@acemobility.co.ke
Victor Ngaboyamahoro	Company	Victor	Ngaboyamahoro	Victor Ngaboyamahoro	Senior Software Engineer	Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	victor.ngaboyamahoro@em...
Devix Wathome	Company	Devix	Wathome	Devix Wathome	Board Observer	Nairobi County, Kenya	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	devix.wathome@ephemund...
Emma Stella Tuyisenge	Company	Emma	Tuyisenge	Emma Stella Tuyisenge	People Associate and Office...	Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	emma@ampersand.solar
Matthew Higgins	Company	Matthew	Higgins	Matthew Higgins	VP Commercial & Operations	Whitchurch, England, Unite...	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	matthew@ampersand.solar
Didier Joyeux	Company	Didier	Joyeux	Didier Joyeux	UX & Program Manager Pr...	Kigali City, Rwanda	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	didier@ampersand.solar
REGINAH ONYANGO P...	Company	REGINAH	ONYANGO P&R, P&R-ACP	REGINAH ONYANGO P&R, ...	Vehicle Success Manager	Nairobi County, Kenya	https://www.linkedin.com/...	Ampersand Energy	ampersand.solar	https://www.linkedin.com/...	reginah.onyango@ampersa...

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.



2024-
CURRENT

Client Automations

Hypertry — Experimentation System Design

Experiments

AudienceCompetitorsProjectIdeasChannelsDriversDesigns

Tools

Grid view

Hide fieldsFilterGroupSortColorShare and sync

	A Experiment name	M Experiment details	E Project	D Project Goal (from Project)	D Project Overview (from Project)	E Channel	E Driver	A Budget	E Time started	E Time ended	M Investment to set up	E Audience	D Psychological traits (from Audience)	D
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	50\$	9/11/2025	14/11/2025	5 hours	COOs, Operation Dire	Decisive, efficiency-driven, L...	Scal
2	Apply manually 5 job offers...	Apply to job offer th...	Sergio's FT job	1 FTE Job Accepted	Find full time job to Sergio ...	LinkedIn	Job Offers	\$10.00	10/10/2025	14/11/2025	10 hours	HR that published job	Task-driven, overwhelmed ...	Fill
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	\$10.00	10/10/2025	14/11/2025	5 hours	HR that published job	Task-driven, overwhelmed ...	Fill

Experiments

AudienceCompetitorsProjectIdeasChannelsDriversDesigns

Tools

Grid view

Hide fieldsFilterGroupSortColorShare and sync

	A Idea name	M Idea details	E Channel	E Driver	A Budget	A Time running	A Investment to set up	E Audience	E Based on experiment	D Project (from Based...	E Bas
1	Personalized Video Outreach to Operations Leaders	Sergio will create L...			50\$	2 weeks	8 hours	COOs	Outreach to UK Companies v	Sergio's FT job	
2	Targeted LinkedIn Voice Notes Outreach to HR Decision Makers	Sergio will identify ...		Personalized	free (Linked...	2 weeks	2 hours to research and scr...	HR that published job offers			Get T
3	Automated Personalized Email Outreach with Dynamic Fields	Sergio will use an e...	Email		Low	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 ...	LinkedIn		Low (Linked...	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.



2024-
CURRENT

My Automations

Hypertry —Automations

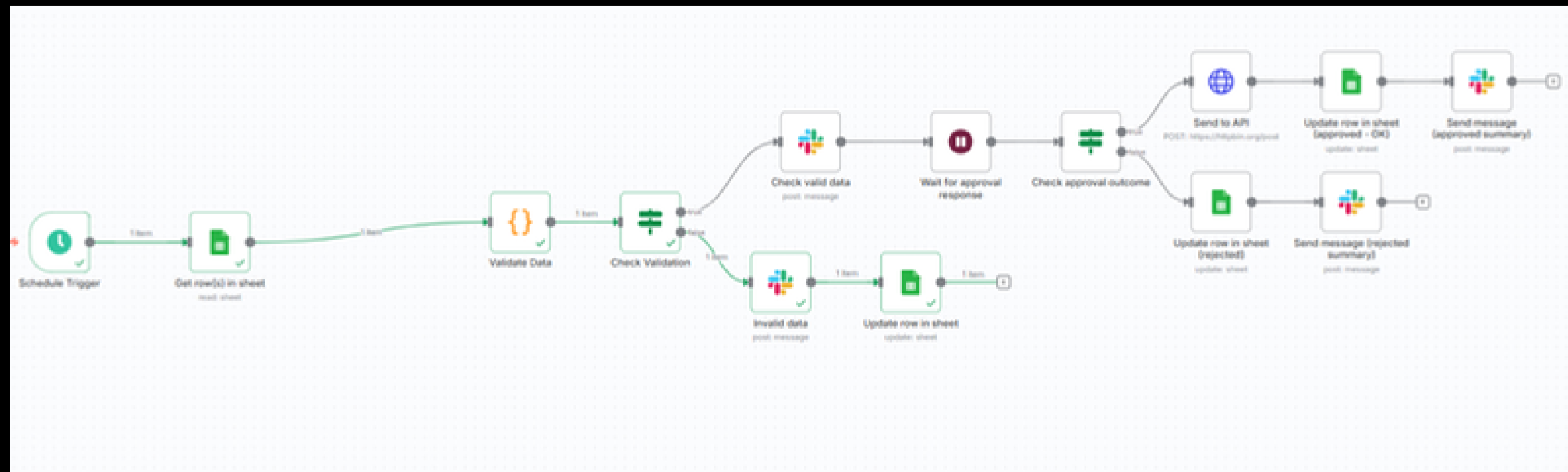
⋮ ▶	Generate Idea from Worked Experiment	ON
	When a record matches conditions, generate text, and 1 mor...	
⋮ ▶	Competitor experiments	ON
	When a record matches conditions, generate text, and 1 mor...	
⋮ ▶	Retry Idea	ON
	When a record matches conditions, generate text, and 1 mor...	

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.

2024-
CURRENT

My Automations

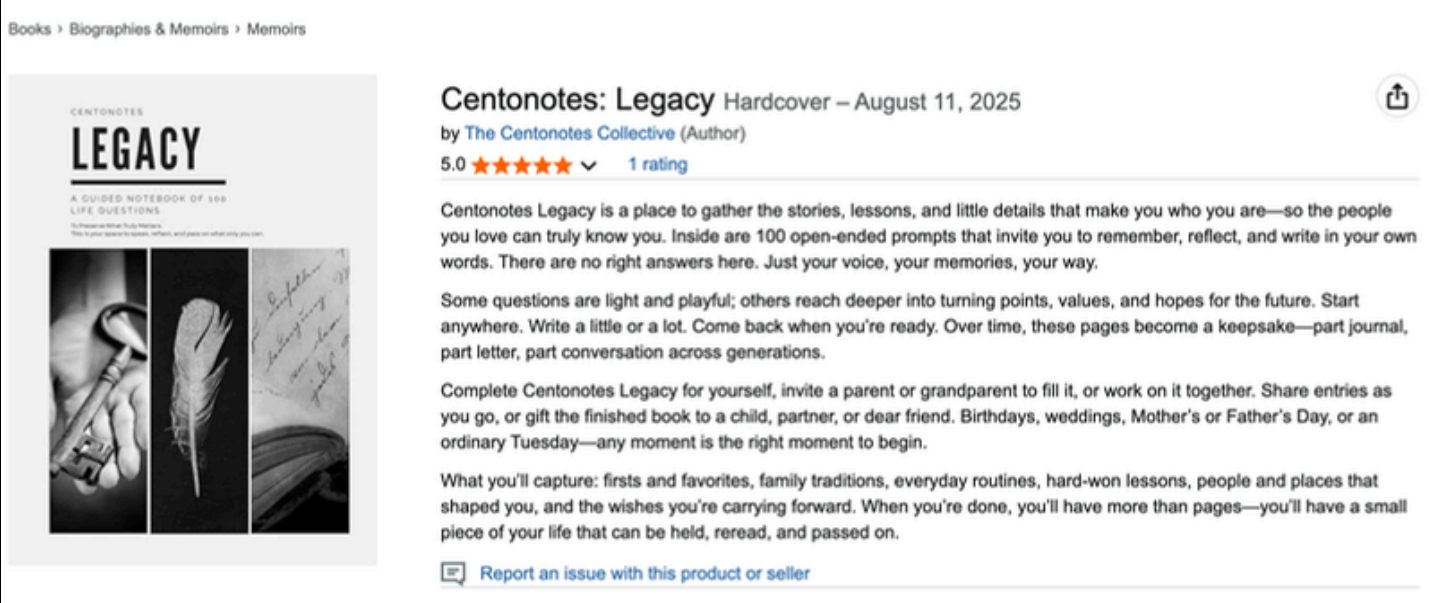
Automated end-to-end KYC approval workflow integrating Google Sheets, Slack, and API validation using n8n.



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.

2024-
CURRENT

My Automations



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

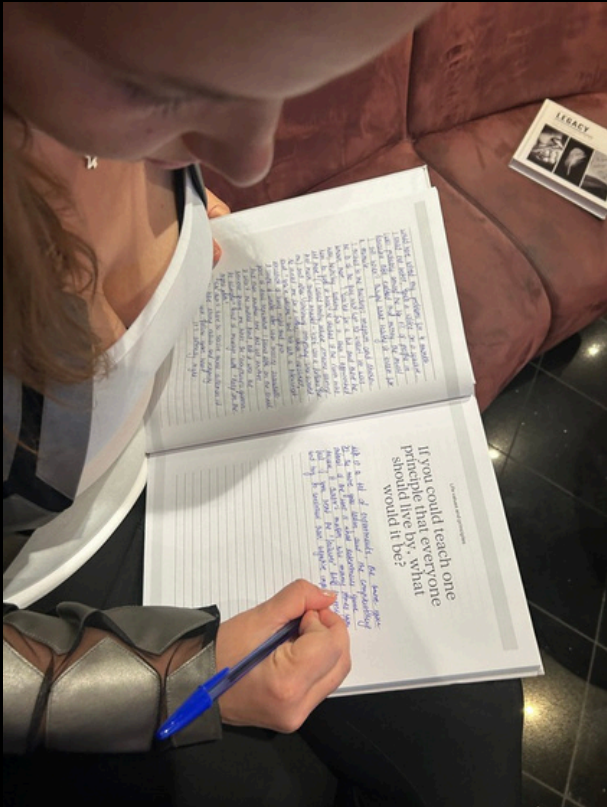
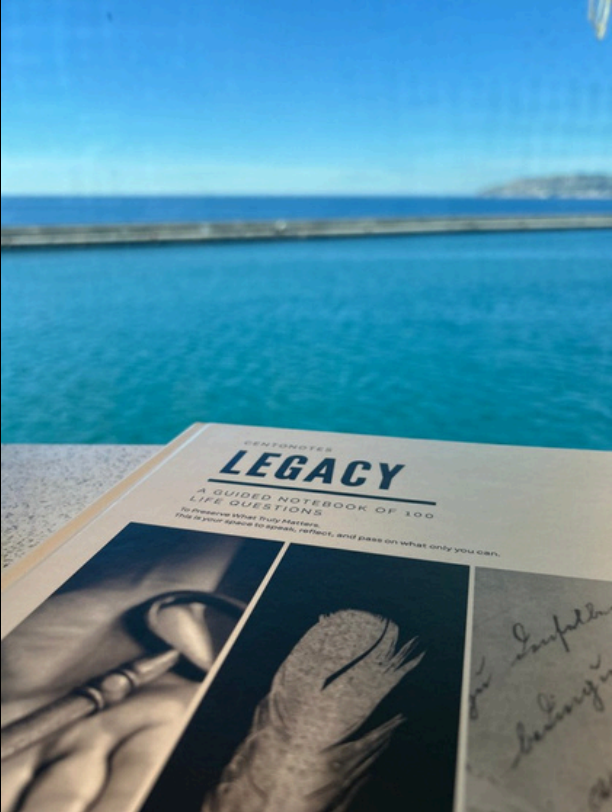
Instructions:
Keep the header exactly as-is.
Output exactly 10 rows (one per Area).
Replace all placeholder cells with original content about the theme <THEME>.

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.



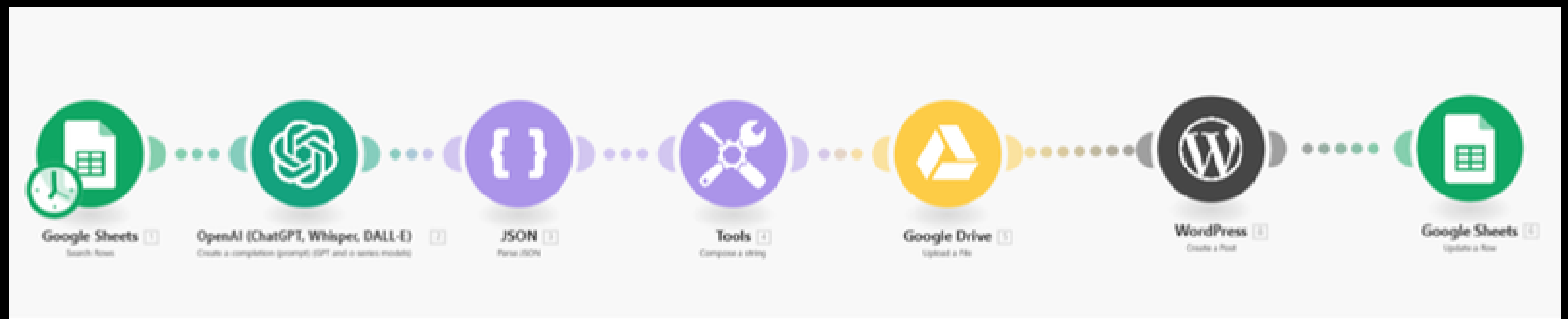
2024-
CURRENT

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 these articles to companies.
[Link to webpage.](#)

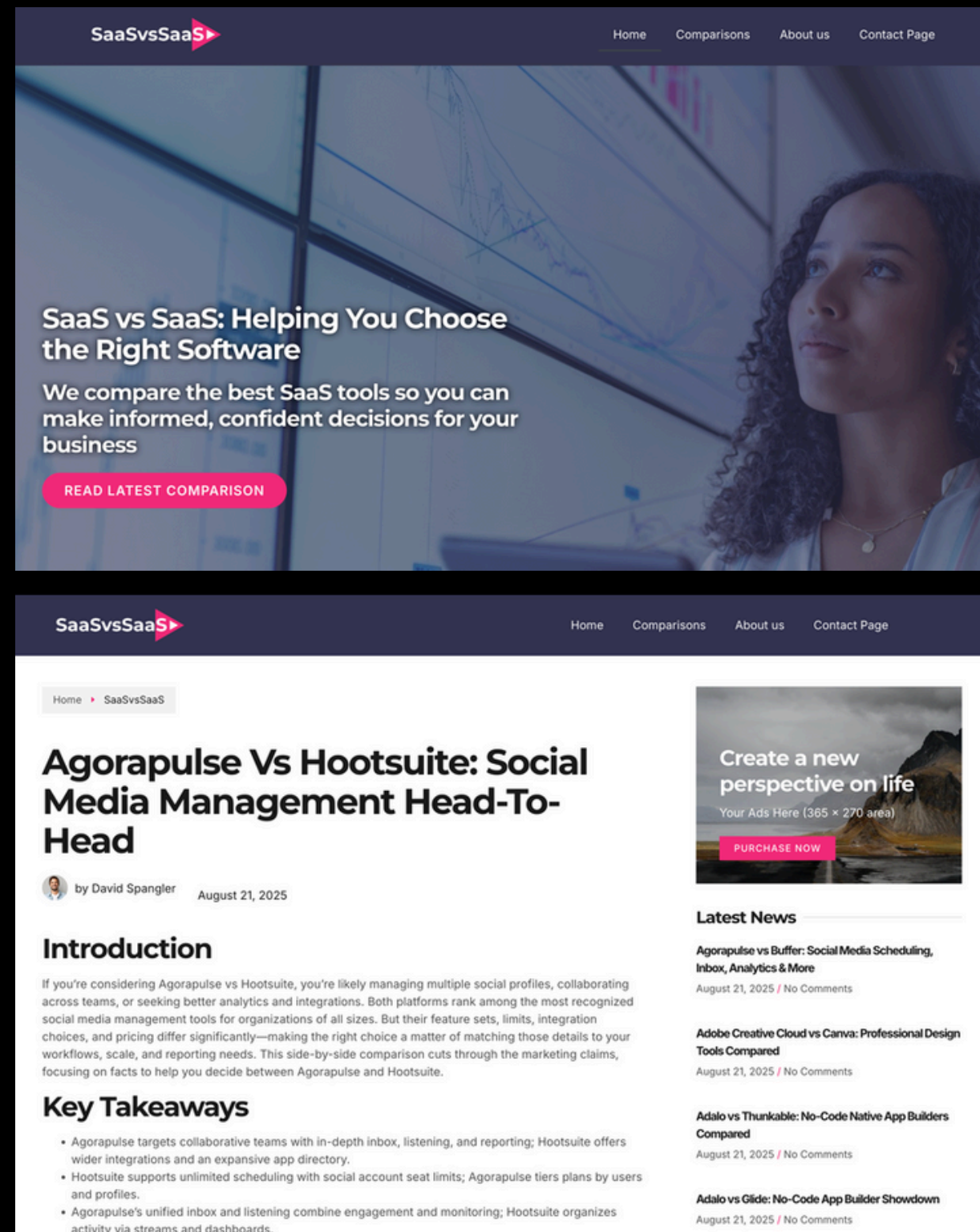
A make automation automatically creates and uploads an article a day.



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.



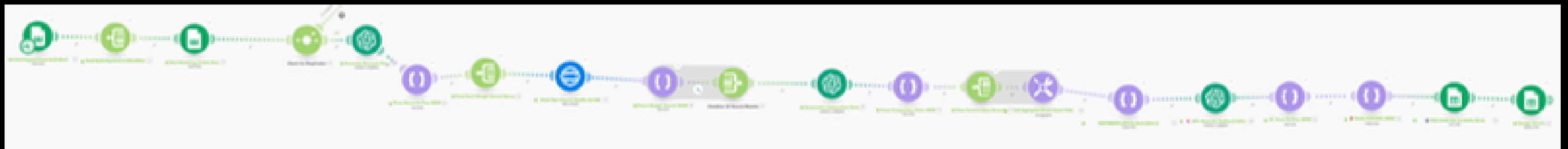
2024-
CURRENT

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.



1. Seed Name	2. Article URL	3. 1st Domain	4. Find Contacts (Refill)	5. Enrich Company	6. 7. 1st Company Segment	8. Recent Company News	9. Key Differentiators	10. Marketing Strategy 1	11. 12. Recent News Test	13. 14. Differentiators Test	15. 16. Marketing Strategy 1	17. 18. Employee Count	19. 20. Company Data	21. Send to HubSpot
Amplitude	https://www.saa.com/.../amplitude	amplitude.com	Found 11 People	Amplitude	100% 100%	Response	Amplitude positions itself as a...	Amplitude positions itself as a...	On Oct 13, 2023, Amplitude a...	Amplitude positions itself as a...	Amplitude positions itself as a...	885	(Annual_revenue)"175M-25...	Send 10 rows
Bubble	https://www.saa.com/.../bubble	bubble.io	No Profile Found	Bubble	100% 100%	Response	Bubble positions itself as a...	Bubble positions itself as a...	In mid-October 2023 (Oct 1...	Bubble positions itself as a...	Bubble positions itself as a...	480	(Annual_revenue)"15M-50M"	Send 8 rows
Asana	https://www.saa.com/.../asana	asana.com	Found 24 People	Asana	100% 100%	Response	Asana positions itself as a...	Asana positions itself as a...	On Sep 25, 2023, Asana ann...	Asana positions itself as a...	Asana positions itself as a...	2794	Get only one account that ch...	Send 10 rows
Sentry	https://www.saa.com/.../sentry	sentry.io	Found 4 People	Sentry	100% 100%	Response	Sentry positions itself as a...	Sentry positions itself as a...	In September 2023, Sentry ...	Sentry positions itself as a...	Sentry positions itself as a...	404	(Annual_revenue)"25M-75...	Send 4 rows
Stripe	https://www.saa.com/.../stripe	stripe.com	Found 7 People	Stripe	100% 100%	Response	Stripe positions itself as a...	They position themselves...	On Oct 8, 2023, Stripe ann...	Stripe positions itself as a...	They position themselves as...	1147	(Annual_revenue)"100M-1...	Send 7 rows
Notion	https://www.saa.com/.../notion	notion.so	Found 11 People	Notion	100% 100%	Response	Notion positions itself as a...	Notion positions itself as a...	On September 18, 2023, No...	Notion positions itself as a...	Notion positions itself as a...	4831	(Annual_revenue)"15-100"	Send 10 rows

22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 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