Bill Ryan Cabral

Automation Specialist & Marketing Technologist · n8n, Zapier, Make, CRM, Klaviyo & Shopify

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SUMMARY

Automation systems builder who turns manual marketing, lead and client operations into working workflows. I build triggers, routing, CRM updates, notifications and API connections in n8n, Zapier, Make and Supabase. I map the logic first, test missing fields, duplicates and API failures, and hand off with docs the team can run. I also run LinkedIn and email outreach, so I build lead systems the way sales teams actually use them.

CORE CAPABILITIES

Workflow design	n8n (self-hosted, Code nodes, sub-workflows, AI Agent nodes, error workflows), Zapier, Make, webhooks, JSON mapping, retries, human-in-the-loop approvals
APIs & data	REST APIs, Slack, Trello and Google APIs, rate limits and pagination, Supabase, Cloudflare Workers, Python, JavaScript, Playwright
CRM & leads	GoHighLevel, monday CRM, HubSpot, Airtable, lead capture, routing, follow-up, lifecycle updates, reporting
Comms & AI	OpenAI, Gemini and Claude (structured output, agents), Apify, Twilio, Retell AI, Cal, Calendly, Instantly, Gmail, Sales Navigator, Apollo
Delivery	Process mapping, test plans, SOPs, handoff docs, QA checklists

SELECTED SYSTEMS

Lead routing & booking | n8n, Zapier, Make, webhooks, GoHighLevel, monday CRM, Twilio, Cal.com

- New leads are captured, de-duplicated and routed to the right owner; booking confirmations, SMS reminders and CRM status updates fire automatically, with a human handoff when a lead replies.

LinkedIn prospect research pipeline | Sales Navigator, PhantomBuster, Apify, n8n, Google Sheets, Trello

- Sales Navigator searches export to a sheet, profiles are enriched, and an n8n step drafts a first line from each profile's facts. Leads are tracked from invite to booked call, with a Trello board for follow-ups.

AI caller with human handoff | Retell AI, Twilio, n8n, Cal.com

- Configured and tested caller prompts, call paths and transfer rules; call outcomes write back to the CRM and trigger the next step.

Slack task bot | Cloudflare Workers (cron), Slack API, OpenAI

- Every minute, turns one-click Slack messages into complete task cards (title, owner, due date); weekly reminders and blocked-work alerts.

Workflow diagrams: billcabral.vercel.app/#automations

EXPERIENCE

Marketing Technologist (Klaviyo, Shopify & Web) · LaunchLab, eCommerce agency `Sep 2026 – Present`

- Built an n8n → Gemini → Klaviyo pipeline that turns Trello briefs into Klaviyo email drafts with an approval step, a Klaviyo API reporting dashboard with rate-limit-aware batching, and Playwright scripts that build and verify flow content.
- Klaviyo flows and campaigns for 8 Shopify brands, plus Next.js websites on Vercel with Shopify checkout and GTM tracking.

Automation Specialist & LinkedIn Outreach Strategist · Freelance / Contract `Jun 2025 – Present`

- Built lead routing, booking, CRM and follow-up workflows with n8n, Zapier, Make, webhooks, GoHighLevel, monday CRM, Twilio and Cal; Apify/Apollo prospect data.
- Configured and tested AI caller prompts, call paths and human handoffs; managed Sales Navigator and Instantly outreach.

AI Operations & Automation Contractor · Baume Consulting `Aug 2025 – Jan 2026`

- Automation-led prospecting, lead tracking, CRM maintenance, follow-up status updates and operational reporting.

Product & Earlier Experience `2020 – Present`

Founder & iOS Developer: 5 published App Store apps for iPhone and Mac (planning, testing, releases) · Social Media Marketing VA, KODE ACROSS · Graphic Designer, LazyLabs · Clinic Assistant, Sqin Garden Beauty Clinic.

TRAINING

No-Code Automation with Zapier · Make.com · AI Automation with n8n · Build AI Agents with n8n · Learning HubSpot · Google UX Design Professional Certificate · STI College, Mobile Application and Website Development