

GERARD VÁZQUEZ

Sydney, NSW, Australia | 407 206 038 | gerardvazquez.projects@gmail.com
[linkedin.com/in/gerardvazquez](https://www.linkedin.com/in/gerardvazquez) | [gerardvazquez.com](https://www.gerardvazquez.com)

SUMMARY

Industrial Automation Engineer with a Master's degree in Artificial Intelligence and 4+ years of corporate experience at ABB and HP. Transitioned to freelance (2+ years), specializing in AI automation and digital marketing, building end-to-end AI automation systems that eliminate bottlenecks, optimize GTM operations, and scale revenue for SMBs. I combine engineering expertise, AI knowledge, and business thinking to deliver across the full stack: low-code automation, APIs, lead generation systems, CRM management, AI Agents, product development and go-to-market execution. Proven track record in commercial team leadership, product management, technical training, and production-line automation. Comfortable at the intersection of tech, ops, and go-to-market. Passionate about emerging technologies, quality execution, and understanding what drives teams and customers. Thrives in fast-paced startup environments where innovation, execution, and adaptability are the key.

EXPERIENCE

Freelance AI Automation Engineer & Digital Marketing Consultant | Remote

March 2024 – Present

Specialized in AI automation and digital marketing for SMBs. Worked as an independent consultant diagnosing operational bottlenecks, advising on tooling and process design, and implementing end-to-end AI automation solutions. Projects ranged from full revenue infrastructure builds to targeted workflow automation across sales, marketing, and operations. Co-founded a Meta Ads and marketing automation agency, covering lead acquisition, funnel automation, and CRM optimization across multiple industries. Leveraging low-code tools and AI agents to optimize operations and scale revenue.

AI Automation & Consulting

- **End-to-End AI Automation Systems:** Full diagnosis and implementation of an AI-powered commercial operation for a B2B SMB with 300+ clients and high lead volume: WhatsApp AI agent for lead qualification and CRM prioritization, automated invoicing and supplier order workflows, proactive stock alert system to trigger outreach before customers run out (improving retention and LTV), and internal database management tools built with Claude Code, HTML interfaces, and n8n backends.
- **Digital Businesses Funnel:** Full acquisition funnel design and automation for creators, Meta Ads to membership or product upsell, including CRM setup and lifecycle automation. Built CRM infrastructure, client onboarding, follow-up sequences, and sales pipeline automation with AI.
- **Outbound Lead Gen System:** Automated prospecting pipeline using Apollo and Apify for lead sourcing, enrichment, and sequencing using N8N and Instantly.ai.
- **AI Chatbots & Agents:** Developed custom AI chatbots and voice agents for customer service, lead qualification, and sales automation.

Marketing Automation & Lead Generation (Co-Founder, Buddy NomADS)

Co-founded a Meta Ads and marketing automation agency for SMBs across real estate, fitness, digital creators, coaches, and Amazon KDP sellers. Covered lead acquisition, funnel automation, CRM optimization, and ICP definition. Currently focused on Amazon KDP growth: sales ranking, review generation, and post-lead CRM automation.

- **€80K revenue** generated from a single fitness **product launch**, end-to-end: Meta Ads, sales funnel, GoHighLevel CRM, and onboarding automation.
- **Built lead generation systems** across multiple industries combining Meta Ads, landing pages, CRM workflows, and AI follow-up sequences.

Tech Stack: N8N, Make, GoHighLevel, Meta Ads, Python, Claude/OpenAI APIs, Vapi, Supabase, Redis, Docker, Claude Code, Holded CRM, Chatwoot, Evolution API, VPS, Python

Software, Automation & Data Engineer | HP Inc. (3D Printing Division) | Barcelona, Spain

November 2021 – December 2022

Automation engineer at DFACTORY BARCELONA (European High-Tech 3D Printing Incubator), developing software solutions for production optimization. Acted as the bridge between development and operations/management teams, translating business needs into technical scopes, building dashboards and automation tools with a clear decision focus. Comfortable switching between deep technical work and communicating clearly with non-technical stakeholders.

- **Python Production Automation:** Built Python scripts for large-scale production line monitoring, data collection, and process optimization.
- **Data Engineering & Dashboards:** Designed and implemented data pipelines for manufacturing analytics and quality control, plus management dashboards, decision focus with key KPIs.
- **Industrial IoT:** Integrated sensors and automated reporting for real-time production tracking.
- **Development & Workflow Automation:** Microsoft Access production implementation to monitor, control, and performance production line operations for operators and production managers. Automating workflows with Python and Power Automate.

Drives Application Engineer & PLC Product Manager | ABB | Barcelona, Spain

February 2019 – November 2021

Led product management and commercial operations for ABB's drives and PLC automation portfolio across Spain. Owned two full product lines for the Spanish market with direct contact with ABB factories in Helsinki and Germany, and regular collaboration with Regional Sales Managers across Europe (High Power, MV Drives, Packaging, EMEA PLC).

- **Product Management (Spain):** Full responsibility for ACS380 Frequency Drives (OEM segment) and the entire AC500 PLC + HMI product line. Pricing, GTM strategy, roadmap input, and customer support.
- **Commercial Team Leadership:** Managed and trained sales teams across Spain for ABB automation products.
- **Technical Training & Workshops:** Delivered training sessions and live demos for 50+ enterprise customers across sales and technical teams.
- **Factory & Regional Collaboration:** Direct negotiation with ABB factories (Helsinki, Germany) and European RSMs on pricing, customization, delivery timelines, and product development based on customer feedback.
- **OEM Engineering:** Pre- and post-sales support for OEM customers. Developing and integrating frequency drive and PLC-based solutions.
- **IoT:** Integrated ABB Ability platforms and SmartSensors for Industry 4.0 applications.

EDUCATION

Master's Degree in Artificial Intelligence (MIA)

UNIR – Universidad en Internet | 2020 – 2022

Advanced training in ML, deep learning, computer vision, and NLP using Python, TensorFlow, Keras, and cloud platforms (Azure, Google Colab).

- **Master Thesis:** Built a travel recommendation chatbot using GPT-2 (research-only access at the time), Firebase, and Telegram. An early exploration of LLM-based conversational agents before the ChatGPT era.
- **Internship:** Developed an AI agent recommending job offers and professional certifications based on LinkedIn profiles. Managed large-scale data cleaning and preparation of thousands of LinkedIn profiles using Python for model training.

Bachelor's Degree in Industrial Electronics & Automation Engineering

Escola Universitària Salesiana de Sarrià, Barcelona | 2015 – 2020 |

Best Academic Record Award 2019/2020

Exchange Program – Electrical & Electronic Engineering

Fontys University of Applied Sciences, Netherlands | 2018 – 2019

Project-based multidisciplinary program: automation, robotics, PLCs, control systems, PCB design, and software development.

MAIN SKILLS

- **AI & Automation:** OpenAI (ChatGPT), Anthropic (Claude), Google Gemini, Custom AI Agents, Voice AI (Vapi)
- **No-Code / Low-Code:** n8n, Make, Zapier, Power Automate, Airtable, Notion
- **Programming & Dev:** Python, JavaScript (basics), REST APIs, Webhooks, API Integration
- **Infrastructure & Data:** Supabase, Redis, Docker, VPS.
- **Dev Tools:** Visual Studio Code, Claude Code, Antigravity
- **Marketing & CRM:** GoHighLevel, HubSpot, Meta Ads, Lead Generation Funnels, Email Automation
- **Business & PM:** Product Management, Commercial Team Leadership, Technical Training, Negotiation, GTM Strategy
- **Industrial Automation:** PLCs (ABB AC500, Siemens), HMI, SCADA, Frequency Drives, IoT

LANGUAGES

Spanish (Native) | Catalan (Native) | English (Fluent)

GOALS

Seeking roles with ambitious startups and AI-driven tech companies that move fast, value a multi-dimensional profile. I specialize in optimizing processes, automating complexity, and driving measurable results by combining engineering background, AI expertise, and business mindset (GTM, Sales & Marketing). My mix of corporate background, hands-on AI automation delivery, and entrepreneurial experience is most useful where tech and go-to-market overlap. Long term, I want to grow into leadership positions, manage cross-functional teams, and own revenue outcomes. If you need someone technical with a business-oriented approach who thrives on solving problems and delivering results, let's talk.