

Joel Cabrera

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GTM AI ENGINEER | REVENUE AUTOMATION, AI AGENTS & WORKFLOW SYSTEMS

Architected and shipped an end-to-end **Python-based data pipeline** integrating **OpenAI GPT-4.1-mini** (research) and **Claude Sonnet** (copy generation) with multi-stage prompt chains, an **11-stage output QA**, and **API and webhook integrations** into the revenue tech stack (HubSpot, Salesforce, Make.com, n8n, Zapier) — production system the sales team relied on daily. **Generated 10 enterprise and mid-market appointments per week** end to end, with measurable lift on **pipeline efficiency, deal velocity, conversion, retention, and CAC payback**. Bias for action in fast-paced, high-context environments. Scrappy 80/20 shipper.

CORE COMPETENCIES

AI Engineering — Python · OpenAI · Claude / Anthropic API · Prompt Engineering · AI Agents · Multi-Stage AI Data Pipelines · 11-Stage Output QA · LLM-Backed Research Agents · Production AI System Design

Automation & Integrations — Make.com (Advanced) · n8n · Zapier · APIs · Webhooks · Integration Architecture · HubSpot · Salesforce · Email Bison · Instantly · Smartlead · Clay · Apollo

GTM & Revenue Operations — Go-to-Market Strategy · Lead Enrichment · Auto-Personalized Outreach · Pipeline Automation · Lead Scoring · Attribution Modeling · CAC / LTV / Retention / Deal-Velocity Metrics · Customer Lifecycle (Activation → Retention → Expansion) · Deliverability (SPF / DKIM / MX / Bounce-Rate Monitoring)

Domain & Stakeholder — B2B SaaS · BDR / Sales Productivity Tooling · ABM · ICP Definition · Cross-Functional Stakeholder Communication · Translating Revenue Problems into Technical Solutions

PROFESSIONAL EXPERIENCE

Fractional GTM Engineer & AI Lead Generation Expert

Independent · Growth Marketing & AI Automation · Orlando, FL · Apr 2025 – Present

Built and shipped a production AI system that the sales team relied on daily.

- Designed and shipped a Python-based GTM **data pipeline** that **auto-enriches leads** via **OpenAI GPT-4.1-mini** research agents and generates personalized outreach through **Claude Sonnet** copy chains, with multi-stage prompt orchestration and an **11-stage output QA** covering spam filtering, word-count enforcement, banned-word linting, and opener rotation
- Stood up multi-persona sending infrastructure with automated **SPF / DKIM / MX monitoring**, bounce-rate tracking, deliverability reputation management, and tiered upload logic split across Email Bison (Tier 1, verified) and Instantly (Tier 2, broader reach)
- Baselined manual workflows and shipped automation with measurable **ROI**: cut research-to-send runtime from days of active work to hours unattended, at roughly **one-tenth the cost** of equivalent Clay-based pipelines, with checkpoint recovery and resume-on-failure built in
- **Generated 10 enterprise and mid-market appointments per week** end to end via the system, which surfaced top-priority accounts, generated talking points from research, and helped reps **prioritize pipeline** before every call

Growth Marketing & RevOps Lead

Elite Entrepreneurs · Remote · Jul 2023 – Apr 2025

- Built a **Zapier / Make.com routing layer** across CRM and outbound tooling for a podcast-to-consultation funnel; the system drove **700+ qualified founder leads** and **\$15M+ in attributed pipeline** by acting on reply, show-up, and close-rate signals to auto-resegment cadences
- Instrumented lifecycle nurture across **activation, retention, and expansion** stages with reply, show-up, and close-rate signals to flag accounts needing intervention
- Refined **ICP definition**, offer **positioning**, and outreach narrative through structured experimentation against funnel-velocity metrics
- Delivered pipeline-to-revenue conversion reporting that informed executive decision-making

Marketing & Demand Generation Manager — Enterprise Outreach (B2B SaaS)

Revature (Orlando, FL) · May 2022 – Dec 2022

- Led B2B SaaS enterprise outbound programs (email, LinkedIn, multi-touch cadences) anchored in disciplined **list strategy and message testing**
- **Doubled qualified lead flow (100% increase)** by iterating on positioning, running copy experiments, and tightening cadence
- Built reporting and pipeline-hygiene systems that improved **conversion** visibility across sales stakeholders

Founder

Empowr (Orlando, FL) · Jan 2022 – Jul 2023

- Founded and scaled a workforce development program that served **300+ young adults**, aligning program messaging and experience design to lift enrollment and retention
- Built CRM automation, full-funnel campaigns, and partnership-routing workflows from zero — same playbook later carried into AI-enabled GTM systems
- Drove stakeholder alignment across workforce orgs, educational institutions, and corporate partners to keep program goals, timelines, and communications in sync

Earlier Career — Operations, Lifecycle Communications & Multi-Channel Growth

- **Florida Department of Children & Families** · Jan 2021 – Jun 2021 — Program Operations Specialist. Managed pipeline of **1,000+ applicants, exceeded throughput targets by 20%**; identified case data trends to improve communications and intake workflow
- **Year Up New York** · Oct 2019 – May 2020 — Marketing & Enrollment Programs Specialist. Drove **25% increase in weekly enrollment** by optimizing follow-up workflows and applicant communications across the inquiry-to-enrollment funnel
- **CUNY Accelerated Studies in Associate Programs** · Aug 2016 – Oct 2019 — Marketing Programs Associate. Reached **10,000+ students** via multi-channel outreach; built **200+ organizational partnerships** with employers, community orgs, and academic units; implemented tracking dashboards for conversion visibility

EDUCATION

B.S., Public Affairs · CUNY Baruch College · 2015 **A.S., Liberal Arts** · CUNY Bronx Community College · 2012

CERTIFICATIONS & HONORS

Make Intermediate (Make · 2025) · **Claude Certified Architect — In Progress** (Anthropic · 2026) · **Qualified Sales Representative** (2022) **2022 Outstanding Leadership Award** (Education 2.0 Conference, Empowr) · **USHLI Youth Leadership Award** (Dr. Juan Andrade Scholarship, 2014)