Antonio Matar

Operations & Business Systems | AI Workflow Design & Automation | CRM & Revenue Operations

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PROFILE

Operations and business systems professional who builds the automations, CRM workflows and reporting that teams run on. Recent work spans HubSpot, n8n, BigQuery and AI-assisted processes in high-growth startups, backed by earlier experience in multinational supply chain and project delivery. Designs branching workflows that combine AI steps with rule-based logic, so automations stay reliable and easy to follow.

EXPERIENCE

Brand Your
Mar 2026 - Aug 2026

Tech Operations and Production Consultant (6-month FTC)

- Designed, built and rolled out a company-wide quotation system using Typeform, n8n, Google Sheets and Slack; later delivered a second version supporting US and overseas sourcing.
- Redesigned HubSpot lead and deal attribution: migrated approximately 900 historic deals to a new model, backfilled approximately 140 untagged enquiries and automated attribution going forward.
- Built and maintained HubSpot workflows across the revenue process, including agency deal routing, automatically recording when a customer's first deal closes, stale payment-link escalation and a sample-pack programme with conversion reporting.
- Built operational data pipelines into BigQuery using n8n and Airbyte, integrating AI-generated call transcripts, summaries and sentiment with email and CRM data for analysis.
- First internal user of Hex: validated its AI notebook agent on real business questions and cross-checked results across Hex, BigQuery and HubSpot; written findings became the workspace guide.
- Built fulfilment and inventory-risk reporting covering stock consumption, lead-time risk, holds and returns.
- Ran daily subscription controls with an AI-assisted data extraction step, and owned automation-failure triage, detecting customer-impacting issues and reporting root causes to management.

LITTA App Ltd
Apr 2025 - Oct 2025

Junior Product Coordinator

- Debugged an AI email-booking bot, raising automated booking success from 27% to 70% by refining the extraction prompt and adding fallback pricing and rounding logic.
- Led UAT on waste-collection and sustainability reporting, identified backend calculation errors and proposed a corrected method, restoring accurate client-facing metrics.
- Built the Airtable supply database and interfaces covering carrier pricing, postcode coverage, compliance status and onboarding progress, enabling faster partner comparison and decisions.
- Automated workflows across HubSpot, Airtable, Aircall and Slack, including inbound call routing, priority ticket views based on partner agreements and finance pipelines.
- Wrote technical tickets and managed the engineering backlog using RICE; scoped and tested AI proofs of concept.
- Produced weekly, monthly and yearly KPI reporting in Looker Studio for the executive leadership team.

Cloud Combinator (part of 3Gi Technology)
Jun 2024 - Jan 2025

Interim Project Manager (6-month FTC, extended)

- Managed end-to-end delivery of AI projects, including RAG solutions on AWS, for startup and SMB clients in partnership with AWS, running up to 9 concurrent projects and delivering 4 ahead of deadline.
- Ran discovery sessions, translated business requirements into technical solutions and drafted statements of work; secured AWS funding of up to £15K for client engagements.
- Introduced Jira-based sprint planning and acted as liaison between client executives and engineering.

Costco Wholesale
Apr 2022 - Apr 2023

Internal Control Specialist, International Logistics

- Coordinated inventory control and logistics for depots in the UK, Sweden, Iceland, France and Spain, ensuring accurate import and export documentation ahead of vessel arrivals.
- Calculated net landed costs for new and existing products, advising buying teams on cost optimisation through trade agreements.

EARLIER EXPERIENCE

Monoprix (Paris) · Junior Digital Transformation Consultant, placement · Feb 2021 - May 2021 · Omni-channel operational reporting.

United Industries Group (Beirut) · Sales Executive, part time · Aug 2017 - Jun 2018 · Cut procurement costs by 30%.

Energy Lifts Co. (Beirut) · Interim Project & Operations Manager, part time · Jun 2015 - Jul 2017 · Client projects and budgets.

SKILLS

Core: Workflow Design · Process Improvement · CRM · Automation & Systems Integration · Reporting · UAT & Root-Cause Analysis

Tools & platforms: HubSpot · n8n · Zapier · Airtable · BigQuery · Airbyte · Skyvia · Hex · Looker Studio · Google Sheets · Typeform · Slack · Aircall · Xero · Jira · Notion · Firebase · Algolia · Figma · Postman

Certifications: n8n (Integrations: APIs & Connected Workflows; In Practice: AI, Testing & Best Practices) · Google (Data Analytics; Agile Project Management) · OpenAI (AI Foundations) · Atlassian (Jira Fundamentals)

EDUCATION

The American Business School of Paris · Bachelor of Business Administration, International Finance · 2020 - 2022

American University in Dubai · Business Administration, one semester · 2020

The American University of Science & Technology · Accounting & Finance · 2017 - 2019