

CHETAN SROAY

AI & BUSINESS AUTOMATION SPECIALIST | DRIVING EFFICIENCY & GROWTH ACROSS OPERATIONS, SALES & MARKETING

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PROFILE

A results-oriented AI & Business Automation Specialist with 8+ years of experience designing intelligent systems that transform business processes. Evolved from a strong foundation in data-driven digital marketing to architecting comprehensive automation solutions across sales, marketing, and operations.

- **Broad Expertise:** Proven ability to enhance efficiency and drive growth across diverse business functions, leveraging advanced AI tools and workflow automation platforms to solve complex challenges.
 - **Advanced Technical Skills:** Hands-on experience architecting full-stack AI solutions with LangGraph, Supabase, n8n, Make.com, and various Large Language Models (LLMs).
 - **Impactful Results:** My automation methodologies have a track record of delivering significant ROI, saving 100+ hours of manual work per month, and achieving up to a 5x increase in qualified lead engagement.
 - **Seeking Opportunities:** Open to full-time UK roles (visa sponsorship required) and impactful freelance/project-based work where I can apply my skills in AI system architecture and process optimization.
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CORE SKILLS AND TECHNOLOGIES

AI & Automation Architecture: Workflow Automation (n8n, Make.com, Zapier), Stateful AI Applications (LangGraph), Generative AI & LLMs (OpenAI/GPT, Claude), AI Agent Development, Custom API Integration, Business Process Analysis.

Full-Stack Development: Backend & Database (Supabase), Cloud Platforms (AWS/GCP), CMS & Web Platforms (WordPress, Shopify, Webflow).

Marketing & Sales Automation: CRM Integration & Automation (HubSpot, ActiveCampaign, GoHighLevel), Lead Generation & Nurturing Systems, SEO & Content Automation (SurferSEO, RankMath), Performance Marketing (Google Ads, Meta Ads).

Analytics & Reporting: Business Intelligence (Power BI, Looker Studio), Data Analytics & Visualization (GA4, Hotjar), Server-Side Tracking.

PROFESSIONAL EXPERIENCE

Founder & Lead AI Automation Architect | Techno Believe Solutions Ltd (UK)

May 2025 – Present · London (*Part-time Venture*)

- Spearheading a UK-focused venture dedicated to designing and implementing bespoke AI-driven automation systems to enhance business processes for UK clients.
- Architecting solutions using n8n, LangGraph, Supabase, and LLMs to automate complex workflows across marketing, sales, and operations.
- Applying 8+ years of international experience to develop systems capable of saving 100+ hours of manual work per month and delivering a 2-5x increase in qualified lead engagement.
- Focusing on creating integrated solutions that bridge the gap between data, CRM platforms, and client-facing communication channels.

Digital Marketing Manager – Techno Believe Solutions (India)

Apr 2017 – Mar 2023

- Led digital strategy for 50+ clients across eCommerce, SaaS, and B2B sectors, managing a team of 5+ marketers.
- Engineered and executed over 200 successful SEO, paid media, and content campaigns, achieving an average ROI improvement of 30-60%.
- Pioneered the use of early automation systems (HubSpot, Make.com) for client onboarding and outreach, increasing operational efficiency by 25%.
- Achieved significant client growth metrics, including up to 150% increases in organic traffic and 40% improvements in conversion rates through data-driven funnel optimization.

Customer & Trading Manager – Sainsbury's (UK)

2023 – Present

- Oversee daily operations, team leadership, and performance management in a high-volume retail environment with £300k+ monthly revenue.
 - Leverage operational insights to manage inventory, optimize workflows, and enhance customer experience, increasing seasonal footfall by 15% through targeted local marketing initiatives.
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EDUCATION

Bachelor of Technology (B.Tech), Information Technology

Uttarakhand Technical University · 2008 – 2012

CERTIFICATIONS

- **Google Ads:** Search & Measurement Certified
- **HubSpot:** Digital Marketing & Social Media Marketing Certified
- **Google Analytics:** GA4 Certified
- **Continuous Learning:** Actively studying advanced topics in AI/ML, cloud platforms, and full-stack development.