

# MATT MARTELLI

Naples, FL | Remote | mattmartelli@mac.com | (214) 608-8290 | linkedin.com/in/mattmartelli | mattmartelli.com

**AI Systems Architect | Voice AI | Multi-Agent Systems | Revenue Automation**

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## PROFESSIONAL SUMMARY

AI Systems Architect and revenue-automation leader with 25+ years in marketing technology, CRM architecture, and lifecycle operations - and a recent focus shipping production AI: voice agents, multi-agent workflows, and CRM-connected automation that move pipeline and cut cost. Hands-on with HubSpot, Salesforce, n8n, LangChain / LangGraph, OpenAI, Anthropic, Retell AI, and CrewAI. Open to senior IC, architect/lead, or scoped consulting. Portfolio: mattmartelli.com

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## CORE COMPETENCIES

AI Systems Architecture | Multi-Agent Systems | AI Voice Agents | LLM Applications | Workflow Orchestration | Marketing Automation | Revenue Operations | CRM Architecture | Lifecycle Marketing | Lead Scoring | API Integrations | TCPA / CAN-SPAM | Zapier to n8n Migration

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## PROFESSIONAL EXPERIENCE

### GROWTHMINDSET.AI | Remote

*Founder & AI Systems Architect | Jan 2023 - Present*

- Design and ship production voice-AI products and multi-agent operating systems for revenue and ops workflows; portfolio and live demos at mattmartelli.com and growthmindset.ai.
- Advise operators on AI architecture, governance, and workflow modernization - system design first, tooling second (LangChain/LangGraph, n8n, HubSpot, modern LLM platforms).

### HOME GENIUS EXTERIORS | Remote

*AI Integration Strategist | Jun 2025 - Jun 2026*

- Architected enterprise AI and automation across recruiting, sales, customer experience, and operations - translating business requirements into production systems the team can run.
- Designed and deployed production AI voice agents that answer, qualify, schedule, and follow up 24/7 - supporting 60+ simultaneous calls and cutting appointment cancellations 38%.
- Built multi-agent workflows (Claude, CrewAI, n8n, OpenClaw) coordinating marketing, sales, recruiting, analytics, and operations across eight business functions.
- Led Zapier to self-hosted n8n migration: 300,000+ monthly tasks, zero downtime, \$90K+ annual savings.
- Implemented predictive lead scoring and behavior-based automation that improved conversion rates 28%.
- Drove \$750K+/month in attributed pipeline via AI-supported lifecycle and campaign initiatives; built Supabase/Postgres analytics that cut reporting from hours to seconds.

### EXPO HOME IMPROVEMENT | Dallas, TX

*Marketing Automation Specialist | Business Analyst | Jun 2020 - Jun 2025*

- Built and optimized HubSpot lifecycle workflows that increased engagement 35% and retention 25%.
- Increased customer lifetime value 40% through targeted email and SMS automation (HubSpot Marketing Hub and Operations Hub).
- Owned Salesforce CRM integration for segmentation, lead scoring, and data flow across 500,000+ records with TCPA/CAN-SPAM governance.
- Cut lead response time 50% via speed-to-lead automation connecting third-party lead sources, CRM workflows, and internal routing.

### FLYWHEEL360 LLC | Dallas, TX

*Co-Founder & Chief Marketing Officer | Dec 2010 - Jun 2020*

- Led MarTech and automation strategy for clients up to Fortune 400/500 - campaign execution, conversion, and lifecycle engagement on Salesforce, HubSpot, and Marketo.
- Co-founder; among the first 100 HubSpot Partners. Built omnichannel demand-generation and journey workflows using segmentation, behavioral data, and automation.

### CAMBIUM LEARNING GROUP | Carrollton, TX

*Email Marketing Manager | Senior Copywriter | Jun 2007 - Mar 2010*

- Drove \$3.1M in revenue uplift within six months through a personalized multi-touch lifecycle pilot (email/CRM).
- Integrated Silverpop Engage with Salesforce CRM to automate lifecycle communications and improve segmentation.

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## TECHNICAL SKILLS

LangChain | LangGraph | CrewAI | OpenClaw | n8n | Zapier | Make | Retell AI | ElevenLabs | OpenAI | Anthropic Claude | HubSpot | Salesforce | Marketo | Supabase | Postgres | Twilio | Five9

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## CERTIFICATIONS

HubSpot Certified | Marketo Certified | Agentic AI & AI Agents for Leaders (Vanderbilt) | Marketing Automation with AI and HubSpot (Coursera)

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## EDUCATION

Baylor University - Extensive coursework in Computer Science, Neuroscience, Marketing & Psychology