Xavio livaiz

GTM ENGINEER | LEAD ROUTING · INTEGRATIONS · AI AUTOMATION

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GTM engineer who connects ads, APIs, automation, and data into one revenue system. Builds lead capture and routing workflows on n8n and webhooks, troubleshoots cross-system data failures, and ships AI workflows with built-in human approval. Backed by 3+ years of web development and a computer science degree.

EXPERIENCE

GTM Engineer – Datadrone INC - Remote Job **2025 – Present**

- Built an end-to-end n8n lead workflow using WhatsApp Cloud API for attribution, tracking, automated replies, and Slack alerts.
- Deployed a production Meta webhook to stream live WhatsApp events into n8n.
- Audited 266 Meta templates, identified the Twilio issue, and rerouted template creation.
- Identified 8,781 inflated lead events (89%) and drove the fix across Meta Pixel, CAPI, and Cloudflare.
- Managed Meta and LinkedIn lead-gen across India, NAMER, and APAC; reduced CPL to ~₹80 and defined UTM taxonomy.
- Documented UTM standards, campaign runbooks, and evidence-tracked Trello workflows.
- built Claude AI reporting with a human approval step

Chief Technology Officer → Strategic Technical Visionary → GTM Operator **2024 - Present**
Creature Solution - Self Employed

- Ran Meta ad campaigns to generate website leads through GTM operations.
- Led technical project management in Jira, including sprint planning, task tracking, and delivery updates.
- Owned GTM and client acquisition from outreach through closing website and marketing engagements.
- Built and launched client websites and managed end-to-end GTM execution.

Junior Web Developer Intern - Database Management
Antillo Consulting - Chennai(Hybrid) **2023 - 2024**

- Built and managed websites using WordPress and maintained data in SQL Server.
- Managed data integration workflows using Informatica and document management systems.

Website Administrator -Part-time
Saranalayam - **Tirunelveli** **2021 - 2024**

- Managed and maintained the organization's website, including content updates and site upkeep

EDUCATION

B.Sc. in Computer Science St. Xavier's College (Autonomous) **2019 - 2022**
Tirunelveli , Palayamkottai

MCA St. Xavier's College (Autonomous) **2022 - 2024**
Tirunelveli , Palayamkottai

SKILLS

- Automation & Integrations: n8n, REST APIs, Webhooks, JSON, Token Authentication, MCP Integrations
- AI & LLMs: Claude, ChatGPT, LLM APIs, AI Workflows, Human-in-the-Loop Approval
- Development & CMS: JavaScript, WordPress, HTML, CSS
- Project & Collaboration: Jira, Trello, Slack

LANGUAGES

- TAMIL
- ENGLISH