



# Silas Macias

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## SUMMARY

Driven AI Automation Engineer with over four years' experience enhancing operational efficiency through innovative automation solutions. Expertise in AI technology allows for measurable improvements in sales and marketing processes, leading to significant revenue growth. Collaborated with various teams across organizations to drive continuous improvement by automating workflows and optimizing campaign metrics. Thrives in dynamic environments that value diverse perspectives and inclusive cultures. A passion for contributing to technological advancements that improve global learning outcomes creates commitment aligned with Tech Innovations Corp's mission.

## EXPERIENCE

### AI Automation Engineer

January 2023 - Present

Smart Tech Solutions

Los Angeles, CA

As an AI Automation Engineer, implemented advanced solutions to automate workflows essential for proposal generation and lead qualification processes. Collaboration with sales and marketing teams has enhanced the effectiveness of campaign workflows, which resulted in improved engagement metrics. Additionally, created sophisticated AI tools assisting sales representatives during account research and call preparations.

- Automated proposal generation workflows using cutting-edge AI technologies.
- Enhanced marketing campaign workflows with targeted automation tools.
- Designed effective AI applications focused on streamlining sales operations.
- Collaborated closely with cross-functional teams to optimize systems integrations.

### Automation Engineer

June 2021 - December 2022

NextGen Innovations

Seattle, WA

Role focused on developing automation solutions targeting marketing and sales operations led to notable efficiency improvements. Leveraged Salesforce APIs for seamless data integration boosting reporting accuracy and decision-making processes. Conducted training sessions where stakeholders gained valuable insights into correct use of new automation tools, ensuring a lasting impact.

- Executed automation strategies that increased operational efficiency significantly.
- Integrated Salesforce APIs, transforming data handling capabilities.
- Facilitated knowledge transfer for best practices pertaining to automation.
- Analyzed stakeholder feedback for enhancing tool adoption and user satisfaction.

### Intern

September 2019 - May 2021

University Projects

Austin, TX

Participated in a university-led initiative aimed at creating an AI-powered chatbot designed to support student inquiries effectively. Collaborated within a team tasked with analyzing interaction data, enabling enhancements in the chatbot's response accuracy.

- Contributed to the design and deployment of an innovative AI-driven chatbot.
- Worked with diverse teams for iterative improvements based on data evaluations.
- Utilized analytic techniques to enhance responsiveness of student support services.
- Fostered collaborations networks among interdisciplinary experts on the project.

## PROJECTS

### AI Chatbot Deployment 📅 May 2021

Developed a student support chatbot integrating AI features to enhance student interactions efficiently, utilizing machine learning algorithms for ongoing improvements.

### Salesforce Automation Integration 📅 December 2022

Integrated complex automation solutions with Salesforce, improving workflows and ease of access for marketing teams to campaign management data.

## LEADERSHIP & AWARDS

- Recognition for Outstanding Innovation in AI Solutions 2023
- Excellence Award for Team Collaboration 2022

## EDUCATION

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**Bachelor's Degree in Computer Science**

2021

University of Texas at Austin GPA: 3.7

Austin, TX

*Coursework: Algorithms, AI Technologies, Data Structures, Software Engineering*

## CERTIFICATIONS

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- Salesforce Administrator Certification 📅 2022
- Python Automation Certification 📅 2021

## TECHNICAL SKILLS

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- **Programming Languages:** Python, JavaScript, SQL
- **Automation Tools:** Salesforce, HubSpot, Marketo
- **AI Technologies:** TensorFlow, Scikit-learn, Keras
- **Project Management Tools:** Trello, Asana, JIRA
- **Version Control:** Git, GitHub, Bitbucket
- **Operating Systems:** Windows, macOS, Linux
- **Database Management:** MySQL, PostgreSQL, MongoDB
- **Web Development:** HTML, CSS, React
- **Testing Frameworks:** Selenium, Jest, Mocha
- **Continuous Integration:** Jenkins, Travis CI, CircleCI

## SKILLS

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- Python
- HubSpot
- Lead Qualification
- Machine Learning
- Salesforce
- Data Integration
- Process Optimization
- Chatbots
- AI/ML Technologies
- Workflow Automation
- Campaign Management
- Software Development
- Marketo
- RFP Automation
- Team Collaboration
- APIs

## PROFESSIONAL AFFILIATIONS

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- Member of Association for Computing Machinery (ACM)
- Active Participant in local AI Meetups

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST