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Top Skills

CRM Automation
n8n & API Integrations
RevOps Engineering

Alex Bogolepov

RevOps / Automation Engineer | CRM, APIs & Integrations | n8n | MarTech | Data Pipelines | Marketing Attribution
Tashkent, Tashkent, Uzbekistan

Summary

I build and automate the systems that connect marketing, sales, CRM, finance, and data — across the full customer journey from ad click to closed deal. My focus is RevOps engineering: turning fragmented tools and manual processes into reliable, measurable, observable workflows. Over 6+ years at a large international EdTech company, this has meant owning the technical layer between IT, marketing, and operations — not just configuring a CRM, but designing the architecture that connects ads, tracking, CRM, sales, communication, finance, and HR into one working system. I work across the full automation stack: • CRM automation and process design — amoCRM/Kommo (API v4, custom fields, multi-stage pipelines, lead/deal automation, webhook processing, lead routing) • API integrations and webhooks connecting CRM, advertising platforms, telephony, and messaging • Self-hosted automation infrastructure — n8n, Docker, Nginx, Redis, RabbitMQ — including a custom-built request-queuing layer for reliable high-volume webhook processing • Marketing attribution and tracking — Meta Pixel & Conversions API (event_id, deduplication, event matching), Google Ads, TikTok Ads, UTM/fbclid/gclid/ttclid tracking, and pixel/CAPI data-quality monitoring • AI-assisted automation — anomaly detection on tracking and operational data, an AI agent handling WhatsApp conversations, and a custom form-builder tool • WhatsApp Business API (WABA), Telegram, and telephony integrations synchronized with CRM • Financial process automation — billing, invoicing, and reporting (Xero, Telr, Stripe)• HR process automation — onboarding and personnel document workflows • Data pipelines and reporting — PostgreSQL, SQL, Superset, Looker Studio • GDPR/data-protection compliance work alongside the DPO • Process design in Miro and technical documentation (Confluence, Coda) A large part of my work sits between business requirements and engineering: understanding how sales, marketing, and finance processes actually work, finding where data gets lost or duplicated, designing the integration architecture, and building it into something

the next person can actually maintain. I'm particularly interested in problems where CRM, marketing attribution, automation, and data engineering overlap.certificates https://www.coursera.org/account/accomplishments/specialization/certificate/GPJ5EYDXQSWM

Experience

Algorithmics Global

RevOps / Automation Engineer

May 2020 - Present (6 years 7 months)

Own the technical infrastructure connecting marketing, advertising, CRM, sales, communication, finance, and HR for a large international EdTech company — the layer that lets ads, tracking, CRM, and reporting function as one system.

• Designed and maintained amoCRM/Kommo pipelines (API v4, custom fields, multi-stage deal automation, webhook processing) supporting the full lead-to-sale cycle
• Built self-hosted automation infrastructure (n8n, Docker, Nginx, Redis, RabbitMQ), including a custom request-queuing/rate-limiting layer to handle high-volume webhook traffic reliably
• Implemented marketing attribution infrastructure: Meta Pixel & Conversions API (event_id, deduplication, event matching), Google Ads and TikTok Ads tracking, UTM/fbclid/gclid/ttclid capture, and ongoing pixel/CAPI data-quality monitoring
• Built AI-assisted tooling: anomaly detection on tracking/operational data, an AI agent handling WhatsApp conversations, and a custom form-builder
• Automated marketing and sales communication (Email, WhatsApp/WABA, SMS, Telegram, bots), enabling the team to process a higher lead volume without added headcount
• Automated financial processes — billing, invoicing, and reporting (Xero, Telr, Stripe) • Automated HR processes, including onboarding and personnel document workflows • Built data pipelines and reporting (PostgreSQL, SQL, Superset, Looker Studio) for marketing and operations
• Partnered with the DPO on GDPR/compliance initiatives
• Documented systems and processes (Confluence, Coda, Miro) for cross-team visibility and handover

SDO

System Administrator
December 2017 - April 2020 (2 years 5 months)

Administration and monitoring:

4 physical servers, 22 virtual servers (VMware, Hyper V), network equipment;

Backup and data recovery systems (veeam, etc.);

Office telephony: virtual PBX;

Access control system and video surveillance;

1C software products(BP,ZUP,UNF) VLSI, Diadoc;

The company's mail services;

Domain Name Registrars;

Business card sites;

Participation in testing and development of software products;

Work with telecommunication contractors;

Working with Cryptoproviders;

Support for banking software and trading platforms;

Purchase and replacement of hardware, software;

Assembly, repair, modernization of PCs, servers, laptops;

Consultation and training of personnel, writing instructions.

Achievement: participation in the development and testing of a unique Russian adaptive personnel training platform (project under the auspices of Skolkovo)

Regionstroy

System Administrator

July 2017 - February 2018 (8 months)

Moscow City, Russia

Administration of servers based on Windows 2003-2012 R2, Administration of WMware (EXSI 5.5-6);

1C accounting administration, setting up Crypto-PRO and banking software;

User support, setting up application software;

office telephony mini pbx panasonic;

Working with external contractors, writing technical tasks.

Achievement: creation of a backup system using cloud technologies

INTERUNIS

System Administrator

October 2015 - July 2017 (1 year 10 months)

Moscow City, Russia

Technical support for users deploying a virtual environment in Hyper-V and VMware ESXI 6;
Administration of servers based on Windows Server 2008R2, transition to AD, MS-SQL database administration.
setting up an access control and management system
Achievement: practical participation in the implementation of Docsvision EDMS on the company's extensive branch network

Malina
System Administrator
May 2014 - September 2015 (1 year 5 months)
Moscow City, Russia

Responsibilities: technical support for users.
achievements: maintenance of 25 bases of 1C product

Roccs
tech support
September 2014 - January 2015 (5 months)

Tech Support

Printa
Printa
January 2014 - January 2015 (1 year 1 month)

technical support;
introduction of thin clients;
Achievements: certified specialist from xerox russia

Education

Tashkent University of Information Technologies
Bachelor's degree, Information Technologies and electronic library science

ташкентский университет информационных технологий
Бакалавр, Информатизация и администрирование электронных баз данных · (2009 - 2012)