

Raphael Rechberger

EN

Automation Engineer | AI Systems | Customer Success

Santo Domingo, Dominican Republic | Remote worldwide
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PROFILE

Automation Engineer and Customer Success professional with more than five years building workflow automation, API integrations and AI systems, and more than six years owning international client and guest operations. I design and ship the technical infrastructure, then stay in the conversation with the people who depend on it.

Comfortable on both sides of the handover: Make, n8n, REST APIs, Supabase and Linux on one side, onboarding, retention, reporting and stakeholder communication on the other. Native German, fluent professional English, working proficiency Spanish.

CORE STRENGTHS

Automation and integration	n8n, Make, Zapier, Workato, REST APIs, webhooks, JSON payloads, event driven workflows, data synchronization
Development and AI	JavaScript, TypeScript, Python scripting, Node.js, PostgreSQL, Supabase, AI automation agents, RAG and memory systems
Customer success and accounts	Account onboarding, retention and churn reduction, renewal management, QBRs, SLA compliance, value realization, customer advocacy
Systems, platforms and operations	CRM and GoHighLevel, Shopify, Magento, JTL, WooCommerce, WordPress, Docker, Linux administration, DevSecOps, change management

EXPERIENCE

Founder and Technical Systems Builder

April 2025 to present

AURANEX LLC, Dominican Republic and international

- Design and build scalable automated workflows in Make and n8n that remove manual redundancy across multi channel ventures.
- Integrate CRM systems and third party tools through REST APIs and webhooks, owning the full tool lifecycle and the technical documentation behind it.
- Deploy AI automation agents and RAG memory systems on JSON based data structures to improve enablement and process accuracy.
- Manage high value client relationships so technical architecture stays aligned with business objectives, with a continuous feedback loop into product adoption.
- Monitor Linux servers and Docker environments for reliability and cost, reducing infrastructure spend by 90 percent.

SEO and E-commerce Specialist

August 2023 to December 2025

VENDEX AG, Switzerland, remote

- Built automated operational processes for JTL-Shop and email automation during a period in which monthly revenue grew from CHF 35,000 to CHF 98,000.
- Owned on site conversion and retention strategy for DTC brands through proactive account management.
- Bridged technical shop capability and sales pipeline requirements with weekly operating data reports for executive stakeholders.
- Maintained reporting dashboards to troubleshoot conversion issues across disparate shop and communication systems.
- Optimized content structures and data hygiene through a full transformation so JSON based reporting stayed accurate.

E-commerce, CMS and Digital Operations

August 2020 to July 2023

Dampfi / Distrokorb AG and other commerce projects, remote

- Built and managed automated catalogue structures for Magento and Shopify, using Zapier for repetitive inventory work.
- Led technical onboarding across Shopify, Magento, WordPress and WooCommerce environments for commerce clients.
- Integrated third party APIs and custom webhooks into custom web systems and CMS platforms.
- Troubleshot operational bottlenecks with spreadsheet analysis and website analytics to find and fix data synchronization errors.
- Executed hosting migrations and domain management to keep revenue critical sites reliable.

Excursions Manager and International Operations

May 2014 to October 2020

MSC Cruises, international

- Ran field operations for high volume, multilingual guest services in time sensitive international environments.
- Retained a high volume client base with rigorous service recovery standards and relationship management.
- Coordinated destination partners and internal departments to hold service and brand standards across international routes.
- Managed logistics and shipping partners and negotiated carrier contracts.
- Wrote and improved standard operating procedures to make change management workable across diverse cruise routes.

SELECTED IMPACT

- **90 percent lower infrastructure spend** · AI memory and embedding setup redesigned from roughly USD 300 to 450 per month down to roughly USD 5 to 10, with the same capabilities intact.
- **CHF 35,000 to CHF 98,000 monthly revenue** · Helped modernize the shop, automation and commercial operating system of a Swiss e-commerce business over an eight month period.
- **Six verticals served** · Web, funnel, CRM, lead routing and automation systems across commerce, education, insurance, legal and MVA, real estate and hospitality.
- **USD 20,000 monthly ad budget** · Managed Meta advertising budgets up to roughly USD 20,000 per month, connected to landing pages, tracking, CRM and follow up.

SELECTED PROJECTS

AuraNex AI

Independent systems consulting and AI engineering practice for RevOps infrastructure, custom B2B SaaS platforms, agentic AI workflows and automated client lifecycle systems.

Stack: React, TypeScript, Node.js, Python, Supabase, PostgreSQL, Vector DBs, n8n, Make, Docker, Linux

Local SEO Pro

AI assisted full stack B2B SaaS platform for business assessments, client onboarding and automated local SEO operations, with an SLA compliant ticketing engine, reporting dashboards and webhook based payment workflows.

Stack: React 18, TypeScript, Supabase, PostgreSQL, Deno edge functions, Stripe, PayPal, REST APIs, webhooks

Lead Catalyst and lead infrastructure

Multi channel lead capture, qualification and routing infrastructure across education, insurance, legal and real estate, with CRM synchronization, UTM attribution and instant follow up workflows.

Stack: GoHighLevel, Phonexa, LeadsHook, Perspective, Make, Zapier, REST APIs, webhooks, SQL

Chrysopoeia

End to end zero knowledge asset custody and verification platform with a Flutter mobile app, Node.js and Express backend, client side AES-256-GCM encryption, Shamir secret sharing and a real time admin dashboard.

Stack: Flutter, Dart, Node.js, Express, PostgreSQL, Docker, cryptography, AES-256, Ed25519

EDUCATION · LANGUAGES

Information Technology and Computer Science

Johannes Kepler University Linz, Austria · March 2001 to May 2004

Languages

German, native · English, fluent professional · Spanish, working proficiency