



Jerry Chenical Joy

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ABOUT ME

Experienced Automation Specialist with a focus on designing and implementing AI-driven workflows. Proficient in no-code/low-code platforms such as Make.com, Zapier, n8n, and Microsoft Power Platform. Skilled in API integrations, webhooks, and CRM tools such as Brevo, HubSpot, and Dynamics 365 for end-to-end automation in sales, marketing, and customer support. Hands-on experience in developing AI-powered chatbots, AI agents and AI solutions using OpenAI, Voiceflow, Copilot Studio, and LangChain. Competent in Python for automation scripting and data analysis. Experienced in Agile project management using JIRA and Confluence, with strong cross-functional collaboration and stakeholder engagement. Quick to adopt new technologies and identify automation opportunities that deliver business value.

WORK EXPERIENCE

 **HYFINDR GMBH** – STUTTGART, GERMANY

AI PRODUCT OWNER – 1 FEB 2024 – CURRENT

AI Customer Support Chatbot

- Designed and implemented a conversational AI chatbot using Voiceflow, automating 40% of manual customer replies and improving response times by 70%.
- Continuously monitored chatbot performance by analyzing user intents, behavior patterns, and interaction flows to optimize training data and enhance response quality.
- Delivered KPI-driven performance reports (e.g. response accuracy, engagement rate) to stakeholders, supporting data-informed improvements.
- Researched and evaluated alternative conversational AI platforms such as Microsoft Copilot Studio and Dialogflow to assess scalability and future integration potential.

AI Product Database

- Led the development of an AI-powered product search tool that enabled customers to find relevant suppliers and products using natural language queries.
- Built an Agentic Process Automation (APA) pipeline using Python, LangChain, and Retrieval-Augmented Generation (RAG) to extract key data fields from technical datasheets via LLMs (Qwen, LLaMA), storing results in a MySQL database.
- Integrated the tool into the company website, resulting in a 25% increase in user engagement and a 50% increase in customer satisfaction related to product discovery within three months.
- Managed the full product lifecycle using Agile methodologies (feature planning, sprint execution, backlog grooming) with JIRA and Confluence, ensuring on-time delivery and alignment with stakeholders.

 **HYFINDR GMBH** – STUTTGART, GERMANY

AUTOMATION SPECIALIST – 1 SEP 2022 – 31 JAN 2024

Sales Process Automation

- Developed and implemented a fully automated sales and marketing pipeline in Brevo CRM using Make.com, integrating lead sources from trade fairs, events, and website inquiries.
- Automated key sales stages including deal creation, follow-up tasks, and deal closing, reducing manual workload and increasing process speed.
- Built lead qualification workflows using SnapADDY and Make.com, automating lead enrichment and improving lead management efficiency by over 30%.

Sales Reporting & Analytics

- Connected Power BI to Brevo CRM through Make.com to develop automated sales and marketing reports for internal teams and stakeholders, supporting data-driven decision-making.
- Applied data modeling and transformation techniques (Power Query, DAX) to create dynamic dashboards supporting KPI tracking and data-driven decision-making.
- Automated YouTube analytics reporting using a custom Python script and the YouTube Analytics API, cutting reporting time by 50%.

CRM Automation & Optimization

- Customized Microsoft Dynamics 365 by creating custom entities, Zapier workflows, and field mappings tailored to business needs.
- Built the Hyfindr App using Microsoft Power Apps and Power Automate, using SharePoint to support internal price negotiation at trade fairs.
- Implemented real-time, automated email workflows using n8n, enabling faster responses to customer actions.

 **HYFINDR GMBH** – STUTTGART, GERMANY

BUSINESS DEVELOPMENT SPECIALIST – 1 JAN 2023 – 31 JAN 2024

- Led the successful onboarding of 50+ international B2B vendors to Hyfindr's marketplace, contributing to a 25% increase in platform sales and improved long-term vendor retention and engagement.
- Conducted structured feedback sessions with both vendors and buyers to identify process inefficiencies on the website and implemented workflow improvements.
- Achieved a 40% increase in vendor satisfaction and a 10% boost in website traffic through onboarding experience and operational efficiency.

● **PROJECTS**

1 JUN 2025 – 14 JUN 2025

Zero-Cost AI Lead Qualification for Sales

- Designed and built a fully automated lead qualification system using 100% no-code tools and free-tier AI services (Make.com, Tavily, Airtable, HubSpot).
- Captured leads from multiple sources including web forms, chatbots, and business card scanners, storing them in Airtable for centralized processing.
- Used a pre-trained BART (facebook/bart-mini) AI model to score leads based on user intent and firmographic relevance, filtering for hydrogen-related vendors using Tavily's search capabilities.
- Sent qualified "hot leads" to HubSpot CRM for immediate sales follow-up.

Link <https://github.com/jerryn-joy/Lead-Qualification-Pipeline>

● **EDUCATION AND TRAINING**

1 OCT 2017 – 30 SEP 2021 Aachen, Germany

MASTER OF SCIENCE IN COMPUTER AIDED MECHANICAL ENGINEERING RWTH Aachen University

1 JUN 2012 – 31 MAY 2016 Pune, India

BACHELOR OF ENGINEERING IN MECHANICAL ENGINEERING Pune University

● **LANGUAGE SKILLS**

Mother tongue(s): **MALAYALAM**

Other language(s): **ENGLISH (C2) | GERMAN (B1) - ACTIVELY IMPROVING**

● **SKILLS**

Technical Skills

Make.com | Zapier | n8n | Power Automate | Microsoft Copilot Studio | Voiceflow | OpenAI API | Langchain | RAG | Brevo | Microsoft Dynamics 365 | Power BI | JIRA | Confluence | Python (Basic) | API Integration & Webhooks | SQL (Basic)

Soft Skills

Team-work oriented | Client onboarding | Stakeholder management | Organizational and planning skills | Cross-Functional Collaboration | Problem-Solving & Critical Thinking

● **HONOURS AND AWARDS**

11 MAY 2025

Winner - Black Forest Hackathon – Baden Campus

- Developed an AI-powered system for automated validation and compliance analysis of supplier certificates for Liebherr, using MegaParse, GPT-4, and MySQL database.
- Helped automatic discrepancy detection and significantly reduced manual validation time.

● **ONLINE COURSES AND CERTIFICATIONS**

Lang Chain: Retrieval Augmented Generation by DeepLearning.ai

- Used AI agents, chained calls, and memories to expand the use of LLMs.
- Created Agentic RAG chatbots to interact with own documents and data.

Building in Microsoft Copilot Studio

- Create copilot agent, including setting up topics, variables, entities, and plugins to meet unique business needs.
- Use generative AI with various data sources and control conversation flow to generate relevant, business-focused answers.
- Publishing copilot agent on multiple channels, monitoring copilot's performance and setting up proper authentication for secure access.

Power BI for Data Analysts by Microsoft Press

- Data Management: Learn to import data from various sources, transform and cleanse it to ensure it's report ready.
- Creating Visualizations: Gain the ability to create compelling reports
- Learn how to secure, share, and collaborate on your Power BI reports using the Power BI service.

SQL for Data Engineering: from Beginner to Advanced

- Introduction to SQL basics
- Data manipulation and querying
- SQL functions and user management