



# LANA DATSENKO

AI Automation Specialist | CRM, Bots  
& Workflow Automation  
with Make.com & Airtable

✉ [лана.datsenko.solutions@gmail.com](mailto:лана.datsenko.solutions@gmail.com)

📧 Telegram: [@lana\\_profrelance](https://t.me/lana_profrelance)

🌐 <https://smartflowdigital.net>

📍 Remote |  
Available for long-term projects

## SKILLS

- Make.com (Integromat)
- Airtable Automation
- AI Chatbot Development
- Telegram Bot Development
- OpenAI API Integration
- Workflow Automation
- CRM Implementation
- Zapier
- API Integration
- Voiceflow

## TYPICAL SERVICES & BUDGETS

### Lead & Website Automation

\$500–1,500

Website → forms → CRM →  
notifications → follow-up

### AI / Telegram Bot for Business

\$800–2,000

AI or classic bot + knowledge base +  
CRM integration

### Business Automation (Make/Zapier)

\$600–1,500

CRM, leads, emails, payments, internal  
workflow

### Content Automation Pipeline

\$600–1,200

Audio/Video → transcription → AI →  
auto-publishing

*Final pricing depends on workflow complexity  
and integrations.*

**I help businesses replace manual chaos with automated AI-powered systems — where websites, CRM, bots, workflows, and content work as one seamless process.**

AI Automation Specialist with 2+ years of hands-on experience building production-ready business automation systems. I have delivered 25+ projects integrating Make.com, Airtable, OpenAI API, AI bots, and CRM systems — saving clients 15–20 hours per week and improving conversion by 25–40%.

I specialise in end-to-end solutions: from lead capture and CRM automation to content pipelines and AI-powered bots. I work with APIs, webhooks, and structured data to build scalable systems with measurable results.

## WHAT I DO FOR CLIENTS

### AI & Bots

- AI-powered support and sales bots
- Knowledge base assistants with memory logic
- Website, CRM, and payment integrations

### Business Process Automation

- CRM systems on Airtable (advanced: API, formulas, automations)
- End-to-end: lead → processing → follow-up
- Email automation, team notifications, status tracking

### Booking & Events Automation

- Calendly webhooks → Make → Messenger / CRM
- Instant notifications, rescheduling logic, cancellation handling

## WHY CLIENTS CHOOSE ME

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- ✓ Business-focused, not tool-focused – I solve problems, not just connect apps
- ✓ Measurable results: I define KPIs before I start and track them
- ✓ Clear communication: regular updates, clean documentation, SOPs
- ✓ Production-ready systems: built to run reliably, not just demo
- ✓ Post-launch support and iterations included
- ✓ Available for long-term partnerships and retainer work

## LANGUAGES

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English – B1+ (working proficiency – writing, async communication)  
Spanish – C1  
Ukrainian – Native  
Russian – Native

## EDUCATION & CERTIFICATIONS

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MASC Automation School  
Advanced AI & Automation Program  
– 2024–2025  
Academy of Statistics and Market  
Accounting & Audit  
– 1997–2001

### Websites & Landing Pages

- Weblium, Tilda, WordPress
- Forms → CRM → Bots → Payments (fully automated)
- SEO-focused structure for local service discovery

### Content & AI Automation

- Video/audio transcription (Whisper, Supadata, Dumpling AI)
- AI content generation for multiple platforms
- AI image & thumbnail generation (Replicate / DALL·E)
- Auto-publishing to Telegram, Facebook, LinkedIn, Instagram

## SELECTED PROJECTS & RESULTS

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### AI Content Creation & Distribution System

Stack: Make, OpenAI, Airtable, Supadata, Replicate, Telegram API

- 1 video → posts for 5 platforms automatically
- AI image & thumbnail generation
- Moderation workflow in Airtable
- 90%+ reduction in manual content work

### CRM & AI Email Automation – Real Estate Agency (USA)

Stack: Zapier, AI by Zapier, Gmail, Google Sheets

- AI draft replies for every new inquiry
- Auto-extract name & phone from email text
- Manual approval before sending – full control
- Saved 6–8 hrs/month on repetitive email work

### AI Telegram Support Bot – Online Education Platform

Stack: Telegram Bot API, Make, Airtable, OpenAI API

- 200+ FAQ knowledge base + GPT-4 fallback
- 70% of inquiries resolved automatically
- 15+ hours saved per week on support
- Built and deployed in 2 weeks

### Website + Automation + AI Bot – Medical Centre WiseSteps

Stack: Tilda, Make, Telegram Bot API, Airtable

- Website built from scratch with lead automation
- 100% of inquiries processed automatically
- Response time reduced to under 5 minutes
- Live: <https://wisesteps.kiev.ua/>

### Calendly Booking & Notification Automation

Stack: Calendly, Make, Telegram Bot API, Airtable

- Real-time Telegram notifications on every booking
  - Cancellations and reschedules handled automatically
  - Interactive Telegram controls for booking management
  - Zero missed appointments
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