

MATTHEW C. STEVENS, MBA

GTM Engineer | AI Automation & Revenue Systems Operator

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PROFILE

GTM engineer and revenue-systems operator who pairs a top-producer SaaS sales record with hands-on AI automation. Built **\$3.5M-plus in pipeline in under a year** as a rep, then founded an AI automation agency and grew it to **\$4,000 in monthly recurring revenue in seven months**, shipping production outbound, lead-routing, booking, and AI chat and voice agents on GoHighLevel, n8n, and Make for service and healthcare clients. I build the machinery that generates and converts pipeline, then prove it with numbers. Fully remote.

CORE SKILLS & STACK

- **GTM & Revenue Systems:** Clay (enrichment & lead scoring), outbound sequencing, lead routing, pipeline automation, CRM architecture, list & cadence building, A2P 10DLC compliance
- **Automation & AI:** GoHighLevel (advanced), n8n, Make, Zapier, Claude Code (operator), AI chat & voice agents, prompt engineering
- **Data & Enrichment:** Crawl4AI, Google Places API, Splink, web scraping & enrichment, SQLite, Streamlit dashboards
- **CRM & Sales Tech:** Salesforce, HubSpot, Outreach, SalesLoft, ZoomInfo
- **Sales & Messaging:** Full-cycle prospecting, discovery, objection handling, outbound copywriting, quota attainment, forecasting
- **Certifications:** HIPAA (healthcare compliance)

EXPERIENCE

Founder & AI Automation Operator 2026 – Present

Peakstone Innovations LLC (AI automation & GTM systems agency) Remote

- Founded and operate an AI automation agency serving local service and healthcare businesses; scope, build, and ship production revenue systems end to end.
- Grew the agency to **\$4,000 in monthly recurring revenue within seven months** on productized retainers (\$1,500 to \$3,999/mo) with defined SLAs and guarantees.
- Built a lead-generation pipeline (Crawl4AI, Claude batch enrichment, Google Places API, Splink, Streamlit) that scraped and enriched 2,500-plus local businesses for targeted outbound.
- Deployed GoHighLevel automation across a 4-location behavioral-health client: reactivation and winback campaigns, insurance-eligibility sweeps, dropped-referral outreach, appointment flows, review automation, and an AI chatbot with A2P 10DLC compliance.
- Built productized systems for missed-call recovery, patient reactivation, and appointment scheduling, combining SMS/email sequences, AI agents, and CRM routing.

Product & Support Advisor 2025

MariaDB (enterprise database) Remote

- Advised businesses on achieving near-zero downtime at a fraction of the cost of proprietary databases, running consultative discovery and positioning MariaDB's high availability, scalability, and security to technical and business buyers.

Business Development Representative 2023 – 2024

EPAM Systems Remote

- Multi-quarter top producer: 153% YTD (Q1, Q2, Q3 top producer); prospected key decision-makers via phone, email, and social to open new business.
- Built and managed pipeline and account data in CRM; partnered with the sales team on targeting strategy and cadence development.

Inbound & Outbound Sales Representative 2022 – 2023

Sitecore (digital experience SaaS) Plano, TX

- Built **\$3.5M-plus in pipeline in under a year** selling SaaS; led all US teams in connections across phone, chat, and email.
- Top producer at 163% of quota (March, April, May top producer at 234%); built cadences and templates, ran discovery meetings, and drove deals through objection handling.

Division I Football, Team Captain & All-Conference Linebacker 2016 – 2021

North Carolina State University & North Carolina Central University • All-Conference senior season • Full-ride scholarship

EDUCATION

MBA, Business Administration 2023

North Carolina Central University • Full-Ride Scholarship

B.A., Mass Communication (Broadcast Media) 2020

North Carolina Central University • Lambda Pi Eta National Honor Society