

Denis Ganshin

AI Automation Specialist

I build systems that sell and serve customers instead of people — from the first line in messengers to CRM, document workflow, campaigns and content production.

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GitHub: github.com/DenisGanshin

Live demo of my systems: demo.aspirine.party

EXPERIENCE

AI Automation Specialist · Manezh

June 2025 — present

Sales platform, CRM and customer database in a single service

- Built a sales platform with a CRM, a unified customer base and a single customer entity (WhatsApp, MAX, VK, YClients, Umnico)
- Implemented multi-channel cascade campaigns with advanced segmentation, A/B testing and LLM-based performance analysis
- Automated trigger-based sales driven by customer data, as well as service mailings
- Introduced electronic customer registration without a manager, with document signing via QR code and SMS — which solved the queue problem and incomplete CRM records
- Created an advanced AI bot that can pick up a dialog at any point, has built-in debounce, understands voice, photos and documents, works inside the CRM and books appointments into Google Calendar
- Built an owner's dashboard with a role system, per-employee analytics and real-time dashboards of key business metrics

Co-founder · Enjoyers Travel

July 2022 — June 2025

Modernised processes for remote management

- Developed an AI consultant for first-line sales, cutting first-response time from 15–20 minutes to 10 seconds
- Implemented RAG search over an in-house knowledge base, combining SEO content with the sales bot
- Created a price calculator for individual tours that automatically filters out non-target requests
- Developed a multi-messenger (Telegram, Instagram, WhatsApp) with real-time updates on top of SendPulse
- Built a CRM with a kanban for sales and tour operations and an automatic history of customer interactions
- Automated document workflow and financial accounting: recognition of company details, contract generation and tour economics calculation
- Developed an SEO pipeline for the blog together with a content marketer, growing organic traffic from 0 to ~2,800 visits per month
- Launched a B2B line: 20+ B2B tours sold, including for Yandex, Raiffeisen Bank and NetCracker

Operations Manager · Catharsis Group

October 2024 — March 2025

- 20 hours a month saved by an AI parser I developed to automate event data collection
- Sped up lead card creation several-fold by integrating Bitrix24 with Telegram
- Created an AI system that generates video content in just 2 clicks
- Audited the company, found growth points, introduced an org structure with department heads, and reduced the operational load on the CEO
- Reduced the number of errors in sales and delivery by designing a process with checklists, a CRM and separated areas of responsibility

Producer, Co-founder · CreAlmaty Public Foundation

March 2023 — October 2023

- 15 project workshops formed the basis of the approved Almaty design code
- 137 experts engaged in 2 months — built a 5-person team to work with city experts and the community
- 14 film screenings for 500+ participants within the “Kinosreda Almaty” project — responsible for producing, team coordination and liaison with the city administration
- Delivered my own screening concept — socially charged short films followed by an offline discussion between directors and the audience
- Trained in facilitation and urban moderation using Svyat Murunov's method

HOW I WORK

- First and foremost I am about business processes and their optimisation; code and LLMs are the tools
- I generate code with Claude Code. This gives speed: in 4 months — 185 commits across 13 repositories and 5 systems taken to production
- My strength is integrations: WhatsApp, Telegram, Instagram, VK, MAX — I know the specifics of each channel from practice, having worked with them through Umnico, SendPulse, Edna, Green API and other services
- I deploy my own services and open-source solutions on Railway (backend) and Cloudflare (frontend)
- Python / FastAPI, Node.js, React / Vite, PostgreSQL — via Claude Code

SKILLS

- Business process modelling, optimisation and automation; strong understanding of B2B sales and bot adoption
- Integration of existing and new CRMs and services via API, building corporate databases, no-code platforms (Make, n8n), working with APIs and LLM models
- Creative skills: video editing, motion design, event production, facilitation

OTHER PROJECTS

- Cold B2B outreach: an Email → LinkedIn → Telegram cascade with AI personalisation; a reply in any channel stops the sequence
- Telegram finance tracker: a bot with LLM parsing of expenses from free text → Postgres → React dashboard
- AI assistant: schedules events in Google Calendar, records ideas, keeps a shopping list, sends emails — all by voice, with memory across sessions

LANGUAGES

- Russian — native
- English — B2
- Spanish — A2 (actively learning)

BACKGROUND

- 3 years in B2B sales
- 2 years in video production
- Producer, co-founder of the CreAlmaty Public Foundation
- Operations management experience at Catharsis Group
- Co-author of the “Kinosreda” project in Almaty
- 2.5 years in AI automation: Make → n8n → own services