Tzach *Duani*

AI & GTM SYSTEMS BUILDER

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Portfolio and live demos: joya-labs.vercel.app

Ten years selling ad tech and SaaS taught me how businesses really work, and what the people in them need. Two years ago I started building with AI and got hooked: I read, test every new model and tool, and build for the joy of making things. CRMs, AI agents, paid campaigns, websites and AI films. The systems are live and used every day.

EXPERIENCE

GTM & AI Systems Lead · ClimateCoating Israel — 2026 to present

A.Lupo Group subsidiary, official Israeli importer of SICC Coatings. Built the entire sales, marketing and operations stack from scratch

- Own the **paid Facebook channel** end to end: strategy, audiences, creative, copy, optimization and budget. **508 leads at ₪41 average cost per lead**; the best ad reached **4x the account's click rate**. CRM data showed paying customers are commercial, so targeting shifted to B2B
- The campaign brought **partnerships with Ashdod Port and tech companies**, and a **pilot with Israel Railways**
- **CRM** the sales team runs on daily, managing **800+ leads and customers**: Facebook leads land automatically, follow ups schedule themselves, tasks and WhatsApp from the client card. Connected to the Morning (Green Invoice) API, synced every night
- New **brand language** and sales decks

Next.js · Supabase · Vercel · Claude Code · Make · Morning API

AI Systems & Marketing Lead · A.Lupo Group — 2025 to present

Boutique construction and development company (Herzliya, Tel Aviv, Ramat HaSharon)

- **Fleet management platform**: executive dashboard and automatic alerts that email each driver about tests, insurance, license, lease end and fines. Plus **Fuel watch**, an **AI agent** that reads the monthly Sonol invoice, matches every fill-up to a vehicle and driver, and reports what doesn't add up
- Apartment **sales CRM** the sales team works in daily: unit inventory, leads, reminders, synced daily with the company site
- **Four AI brand films** sent to clients, sales decks, internal presentations and a company wide design language
- In build: an **AI agent** over company documents and Priority, answering any question on WhatsApp

Claude · Claude Code · Supabase · Next.js · Microsoft Graph · Seedance · Kling

Founder · Joya Labs — 2026 to present

- **Joya**, an AI agent on WhatsApp for a family group and private chats: natural Hebrew, long term memory, learns from corrections, with 6 AI agents and 10 skills under her
- **Idan Hasson Outdoor Kitchens**, full package: CRM he runs his business on daily, installable as a phone app (alerts, quotes, client status portal), new logo and branding, live website, an AI brand film and a launch campaign
- **VideoStudio**, my own automated video editing studio with Hebrew transcription

Node.js · Claude · Railway · Supabase · Vercel · Remotion · Seedance 2.5 · ElevenLabs

Business Development Manager · Intango — 2022 to 2025

- Managed Tier 1 US ad tech accounts generating **over $2M in monthly revenue**
- Upsell strategy that drove **40%+ annual growth** and a record profit quarter. Led the HubSpot implementation

Growth Partnership Manager · Oraki — 2020 to 2022

- SaaS (DV360). Built partnerships with **20+ clients across Europe**, full sales cycle in Salesforce

Business Development Manager · Brightcom — 2018 to 2020

- Ad tech. Signed **30+ partnerships** in the US and Europe, several grew into Tier 1 accounts

Earlier: sales roles at Zap Group (digital marketing solutions, 2014 to 2017) and AIG (2012 to 2014)

SKILLS

Build: Claude Code, Next.js, Supabase, Vercel, Node.js, APIs and webhooks

AI: agents, RAG and document AI, prompt design, Claude, OpenAI

Automation: Make, n8n, HubSpot, Salesforce

Marketing: Meta Ads, lead funnels, positioning, copy, landing pages

Creative: AI video for brands and personal films (Seedance, Kling, Veo), ElevenLabs

Languages: Hebrew (native), English (fluent)

EDUCATION

B.A. Business Management & Marketing
The Center for Academic Studies (MLA)