ALEX HARWOOD

TECHNOLOGY LEAD / BUSINESS SYSTEMS / AUTOMATION

South Devon • alex@alexharwood.co.uk

PROFILE

Hands-on technology leader with nearly 10 years of progression at a marketing and training business, including 7+ years as Head of Technology. Sole day-to-day technology contact for approximately 30 users, combining IT operations and digital platform management with independently designed business systems, integrations and workflow automation. Experienced in turning manual processes into practical solutions using n8n, MySQL, APIs and web technologies. Seeking a role with more complex projects, collaborative technical delivery and a route into people leadership.

TECHNICAL TOOLKIT

AUTOMATION & DATA	n8n • APIs / webhooks • MySQL / SQL • CRM & event data workflows • data processing
SYSTEMS & INFRA	Google Workspace • user provisioning • Linux web hosting • networks • OpenVPN • Remote Desktop
WEB & DIGITAL	WordPress • website design/build • hosting • SEO & performance • digital marketing platforms

SELECTED PROJECTS

Client-facing AI agent platform | IN DEVELOPMENT · NODE.JS

- Developing a Maverrik-owned AI platform using Node.js, intended to give the business central control over agents and client access rather than relying on publicly shared custom GPTs.
- Working on the platform architecture and implementation; project remains in development.

Independent event email marketing platform | TRIAL / PROOF OF CONCEPT

- Trialling a Postal mail server with Mautic to investigate bringing event email campaigns in-house and reducing dependence on Eventbrite marketing.
- Evaluating a potential alternative sending and campaign-management setup; not yet a production replacement.

Event attendee and CRM integration | DELIVERED · N8N / KAJABI / ZOHO / APOLLO

- Built scheduled automation to identify prior-day event attendees and pass records to Kajabi for post-event course access and communications.
- Created a second workflow for upcoming events, transferring attendee data to Zoho CRM and enriching records through Apollo.

Do-not-contact database and workflow | DELIVERED · MYSQL / N8N

- Replaced an increasingly difficult-to-manage Google Sheets register for unsubscribes and bounces with a MySQL database on the company web server.
- Built n8n workflows and separate forms to add, search and scrub contact records.

Remote-access workstation environment | DELIVERED · OPENVPN / RDP

- Repurposed desktop PCs into remotely accessible office workstations, configuring network access, Remote Desktop and router-based OpenVPN.
- Made it easier for colleagues to cover client-facing work during absences without relying on individual laptops.

PROFESSIONAL EXPERIENCE

Head of Technology | Maverrik, Plymouth | Oct 2019 – Present

- Provide day-to-day IT administration and support for approximately 30 users, covering devices, accounts, software, connectivity and user onboarding.
- Manage Google Workspace, office networking, multiple WordPress sites and their hosting environments; support teams with data retrieval and troubleshooting.
- Implement workflow automation and practical solutions to business process problems; contribute to security policies and Cyber Essentials work.

Web Designer | Maverrik, Plymouth | Apr 2018 – Oct 2019

- Built and maintained company and client websites, with responsibility for responsive design, SEO, performance and Linux web hosting.

Graphic Designer | Maverrik, Plymouth | Oct 2016 – Apr 2018

- Produced branding, print and digital marketing work, social content and website concepts.

EARLIER CAREER

Graphic Designer – Vertical Plus, Plymouth (Jul–Sep 2016) • Graphic Designer – Fuel Communications, Plymouth (May–Jun 2016) • Design Intern – Uber Digital, London (Sep–Oct 2015)

EDUCATION & CERTIFICATION

Google IT Support Professional Certificate – Google / Coursera (2023)

BA (Hons) Graphic Design, 2:1 – Arts University Plymouth (2015)

Art & Design Foundation Diploma; Graphic Design National Diploma – Petroc, Tiverton

EVENT AUTOMATION / CASE STUDY

Automating the attendee journey

Alex Harwood | Head of Technology | Maverrik

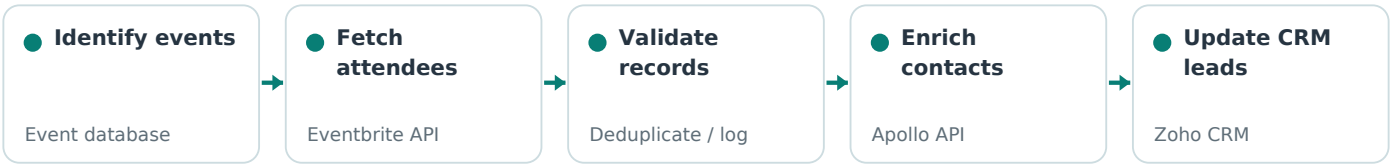
THE CHALLENGE

Eventbrite attendee data was previously exported and moved between systems manually for pre-event sales follow-up and post-event course access. The process required repetitive administrative work and depended on staff availability.

THE SOLUTION Two scheduled n8n workflows using API integrations, JavaScript processing, deduplication and synchronisation logs.

01 Pre-event: attendees to Zoho CRM

Upcoming three weeks / Sales follow-up



The scheduled flow identifies upcoming events, retrieves attendee records, filters duplicates or previously processed records, enriches contacts with Apollo and updates Zoho CRM. Google Sheets provides synchronisation tracking.

02 Post-event: attendees to Kajabi

Previous-day events / Learning access



The daily workflow identifies events held the previous day, prepares and validates attendee records, finds or creates Kajabi contacts, grants the appropriate course or offer access and records processing outcomes.

ENGINEERING DETAIL

Both workflows combine native n8n nodes, HTTP/API requests and JavaScript transformations. Conditional checks, duplicate handling and synchronisation logs help prevent repeat processing.

IMPACT

500–2,000
attendee records / month

1–3 hours
estimated time saved / week

2 workflows
pre-event + post-event

TECHNOLOGY

n8n · Eventbrite · Zoho CRM · Apollo · Kajabi · Google Sheets · JavaScript · APIs

---

My role: independently designed, built and deployed the workflows and integrations.

Diagrams are simplified representations of the n8n workflows, not node-by-node exports.