

Hiren Chhaniyara

Business Operations | AI & Automation | Cross-functional Execution

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Operator who sits between tech, design, marketing and sales, using AI and automation to keep all four moving. Good at figuring out what each team actually needs and removing the manual steps in between.

EXPERIENCE

AI-Powered Operator, Zypit

April 2026 – September 2026

Performance-based UGC platform. Brands fund Instagram Reel campaigns, creators earn per verified view.

- Worked across product, sales, design and finance instead of one department, translating between teams and keeping execution on track.
- Closed a brand campaign end to end: cold outreach on my side, through to the final meeting with a global app's Head of Content and Influencers.
- Ran a full UGC campaign from brief to payout (creator selection, execution, delivery) with zero disputes on the creator side.
- Replaced manual Excel work (drag-and-fill entries, copy-paste updates, row-by-row edits) with automated n8n workflows, removing that work from the team entirely.
- Built an AI content system where one prompt drafts and a second reviews and revises before publishing.

INDEPENDENT BUILDS

Outside the scope of the role, unprompted.

- **Fraud Detection System:** flags fake engagement on Instagram Reels before a campaign pays out on it. Runs in production, processing thousands of submissions a day.
- **Internal CRM:** replaced manual ops and spreadsheet tracking with one system the whole company now runs through.
- **Gym Management SaaS:** replaces the paper registers gyms still use. Built and deployed, in use by 9 gyms ([gym-deploy-gules.vercel.app](#)).

INDEPENDENT WORK

Independent — Business Operations & AI Automation

September 2026 – Present

- Build agentic AI systems and automation workflows that take on documentation and repetitive admin work for clients.
- Build custom CRMs and tracking dashboards for real-time visibility into a client's pipeline.
- Run outreach pipelines: cold calling and prospecting to generate and close clients, managed through a CRM built for my own leads.
- Build client websites and internal tools from requirements through to deployment.

SIDE QUESTS

- Helped run rider meet-ups end to end, coordinating riders, cafe partners and logistics to keep the day on schedule.
- Organised events at REVA University, handling planning and on-ground coordination.

SKILLS

Cross-Functional	Translating between tech, design, marketing and sales; project coordination; business operations; lead generation
AI & Automation	n8n workflow design, custom prompt frameworks, open-source agent frameworks adapted from GitHub, multi-agent systems, MCP servers, webhooks
Business & Technical Tools	CRM systems, internal dashboards, APIs, databases, Excel, Google Sheets, basic SEO
Languages	Claude (Chat, Code, Design), OpenAI Codex, GitHub, Vercel
	Hindi and Gujarati (native), English (professional)

EDUCATION

BBA, Aviation Management, REVA University, Bengaluru
Class XII, CBSE Commerce, Kendriya Vidyalaya Sangathan, Jetpur

2025 – Present · 7.77 CGPA
2025 · 86%