Refael Baranes

CRM Implementation | Process Mapping | Automation

refaelbaranes@hotmail.com 054-390-9400
baranesai.com LinkedIn GitHub

Experience implementing and customizing CRM systems for dozens of business clients, working with Monday and Zoho, and mapping business processes. Combines client-facing support with Make, Zapier and system integrations.

PROFESSIONAL EXPERIENCE

Tripex (formerly ComBTAS) | Technical Support Specialist **2025 - 2026**

Supported enterprise customers using business travel software: travel requests, bookings, approvals, expenses and per diem.

Investigated user and system issues, clarified business needs and followed support requests through resolution.

ETX Global | CRM & Automation Specialist **2024 - 2025**

Implemented and customized CRM systems for dozens of business clients, mapping processes and configuring workflows around their needs.

Built Make and Zapier automations and WhatsApp chatbots to connect systems and automate customer communication.

Independent Projects | Development & Automation **2022 - Present**

Built Bari for WhatsApp conversations, contacts and campaigns; developed business websites and web apps, including Maase Choshev.

Suduch | Shift Manager **2018 - 2022**

Managed shifts with up to 8 employees, staff schedules, inventory and supplier coordination, and customer service in a busy environment.

TECHNICAL SKILLS

CRM & automation

Monday CRM, Zoho CRM, Make, Zapier, WhatsApp chatbots, webhooks and API integrations.

Support & operations

Enterprise software support, troubleshooting, customer service and process mapping.

Development & AI tools

React, Next.js, TypeScript, WordPress / Elementor, GitHub.
Claude Code, Codex, Higgsfield, Tavus and more.

Practical computer skills

PC assembly, component selection, and hardware and software troubleshooting.

LANGUAGES, LEARNING & SERVICE

Hebrew: native | English: excellent spoken and written proficiency.

Self-directed learning in development, CRM and automation | Completed full military service