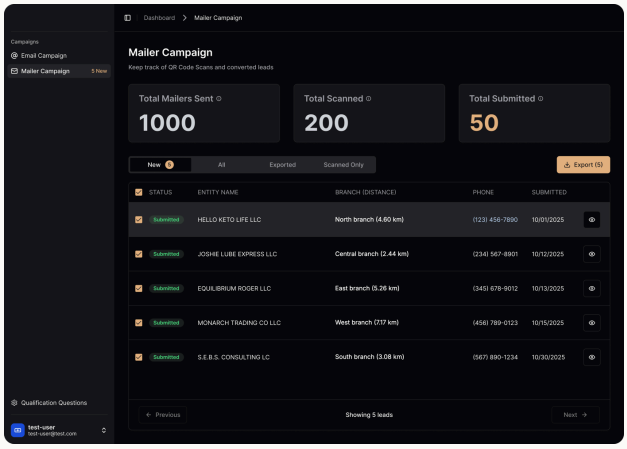
Lead Generation Pipeline

An automated lead pipeline for a regional bank

I built a pipeline that generates over $100K a year in qualified leads for a regional bank. Finding leads used to take one person's whole day. The pipeline ran at 12:01 AM each night, read public records with AI, checked them against the bank's criteria, and had qualified leads ready by morning.



TIMELINE

2025 → 2026 · Ran nightly for over a year

ROLE

Pipeline architect, engineer & designer

TECHNOLOGY

Next.js, Supabase, Gemini, Groq, DigitalOcean

PLATFORM

Backend pipeline + client dashboard

$100K+
Annual lead value

0
Manual touches

1+ yr
Running nightly in production

IN BRIEF

01 Replaced a task that took one person all day with a pipeline that ran every night at 12:01 AM for a regional bank.

02 Five stages, each logging on its own: AI extracts data from public records, and the bank's rules decide what counts as a lead.

03 Over $100K a year in qualified leads, 100–300 a day at peak, and more than a year in production without manual work.

04 Wrote the post-mortem on a 14-hour reprocessing loop and got the $800 charge refunded in full.

05 Designed and built all of it: the schema, edge functions, batch worker, first dashboard, and the redesign in Figma.

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