

## Education

Barna Business, MBA  
2011 - 2013

Universidad APEC  
Major in Advertising  
Magna Cum Laude  
2003 - 2008

Instituto Técnico Salesiano (ITESA)  
Graphic Arts  
1998 - 2002

## Areas of expertise

- Sales strategies for small businesses (B2B / B2C)
- Business Dev for startups
- Marketing: Social media / SEM / Lead generation / PPC / Graphic design

## Personal interests

- Reading
- Running
- Hiking
- Teaching / Consulting

## References

- David Hemmat, Blue Coding  
[linkedin.com/in/dhemmat](https://www.linkedin.com/in/dhemmat)
- Noe Branagan, Nubank  
[linkedin.com/in/noebranagan](https://www.linkedin.com/in/noebranagan)
- Odalis Santiago, Codepra  
[linkedin.com/in/odalissantiago](https://www.linkedin.com/in/odalissantiago)
- Virginia Bisonó, Claro Dominicana  
[linkedin.com/in/virginia-bisono](https://www.linkedin.com/in/virginia-bisono)

## Professional Experience

### Independent at Contractor • 2022

- During 2022, I've become an independent contractor and consultant for small businesses between US and the Dominican Republic. Working remotely.

### Business Builder Lead at Point Payments • 2019-2021

- Built partnerships between merchants and other SMBs to expand usage of Point's payment platform in the North Region of the Dominican Republic, acquiring more than 80 businesses.

### CMO/CSO at Alerta SRL • 2019

- Generated up to \$25K MMR using PPC techniques to attract leads and convert them into Honeywell residential/office security systems customers.

### Business Development at Blue Coding LLC • 2017 - 2018

- Helped automate the sales pipeline to acquire MQLs/SQLs
- Reached from 20 to 500 leads (CEOs, CMOs, CTOs) per month, reducing timing on closing deals to 30 days
- Interacted with IT team on scope of work, shaping sales flow to potential clients.

### Sales and Marketing at Just Delivery • 2016

- Local On-demand food delivery platform based in the North Region of the Dominican Republic
- Generated over 1,400 customers to 250 restaurants in 4 cities in the Dominican Republic
- Helped seeking funding/capital on last stage.

### Sr. Analyst at Claro Dominicana • 2015 - 2016

- Executed marketing strategies • Focused on Corporate and Consumer Events • Media planning and PPC acquisition via Google Ads / Facebook Ads / Other Social Platforms

### Marketing Coordinator at Costa de Prate SRL • 2013 - 2015

- Developed NacionDeportiva.com, a media website and sports podcast that emerged into radio (second phase)
- Executed marketing strategies and content for sponsors.

### CEO at Innova Internet • 2012 - 2013

- Managed media verticals like gikplus.com, a local tech site
- Developed Impulsa Popular, a vertical to SMEs managed by Banco Popular Dominicano
- Created tulibro.do, an online bookstore.