

Professional Experience

Marketing RevOps Analyst

Jan. 2024 - Present

ATOM, Simpsonville, South Carolina, United States (remote)

- Led cross-functional GTM projects across marketing, sales, and operations with a focus on outbound performance and pipeline acceleration.
- Designed and executed custom workflows in n8n, integrating APIs to automate lead research, scoring, and routing.
- Implemented workflows and automation logics to eliminate repetitive manual work.
- Managed and mentored junior team members responsible for CRM enrichment and lead qualification.
- Rolled out experimental campaigns leveraging buying signals, intent data, and multichannel sequences.
- Built internal systems to track campaign ROI, sales team adoption, and feedback loops from BDRs.
- Introduced new operational practices for signal-based outbound, real-time feedback collection, and KPI monitoring.

Outbound Executive

Jun. 2024 - Dec. 2024

Novaz Group, Buenos Aires (Remote)

- Owned the entire outbound pipeline, from campaign research and ICP definition to SDR handoff and pipeline analysis.
- Used Clay and Smartlead to build scalable lead generation systems, integrating with HubSpot for data hygiene and performance reporting.
- Supported the team with automation best practices and custom workflows to reduce manual work and increase operational efficiency.

Owner

Jan. 2023 - Jun. 2024

Zuco AI, Buenos Aires, Argentina

- Built conversational chatbots to automate customer engagement across websites and social media platforms (No-Code/Low-Code).
- Conducted market and user research to identify automation opportunities and implement high-impact solutions using AI and third-party APIs.
- Led end-to-end automation projects including CRM sync, lead routing, and trigger-based messaging.
- Developed conversational marketing strategies that improved engagement and conversion rates for clients in services and eCommerce.

Professional Summary

GTM & RevOps leader with strong expertise in sales automation, API-based workflows, campaign experimentation, and signal-based outbound systems. Proven ability to lead cross-functional teams, deliverscalable processes, and support high-performance BDR teams. Advanced skills in Clay, n8n, HubSpot, LinkedIn outreach tools, and automation.

Skills

- GTM Strategy & Revenue Operations.
- Team Leadership & Process Design.
- Workflow Automation (n8n, make.com, APIs)
- CRM Enrichment & Persona Research.