Diego Alejandro Rodríguez Fernández

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Professional profile

Results-driven professional with a strong background in technical project management and data-driven business solutions. Skilled in API integrations, process automation, CRM optimization (HubSpot), and advanced data analytics using Python and SQL. Experienced in leading cross-functional teams and managing end-to-end implementation projects within dynamic technology environments. Recognized for driving efficiency, reducing operational costs, and improving data accuracy across complex digital ecosystems. Notable achievements include leading multiple high-impact integrations and process automation initiatives that enhanced client satisfaction and revenue growth. Deeply interested in emerging technologies, artificial intelligence, and innovation-driven business transformation. Renowned for exceptional communication, adaptability, and strategic problem-solving skills, ensuring alignment between technical execution and client objectives.

Work experience

HUBSPOT CONSULTANT   September 2025 – Present
On the Fuze
Bogotá, Colombia

- Managed end-to-end technical projects and acted as the primary client contact, ensuring alignment between business goals and technical execution.
- Delivered strategic recommendations on CRM architecture, automation, and process optimization to enhance operational efficiency.
- Supervised implementation quality and cross-functional collaboration, guaranteeing scalable, data-driven, and high-impact solutions.

MIDDLE HUBSPOT ENGINEER   May 2025 – September 2025
On the Fuze
Bogotá, Colombia

- Designed and implemented scalable HubSpot solutions for automation, data integration, and CRM optimization across client ecosystems.
- Led the implementation of n8n, AskElephant, Inselligence, and Clay as part of the company's AI team, enhancing automation and internal efficiency.
- Executed complex data migrations and integrations with third-party platforms while maintaining QA standards and documentation consistency.

JUNIOR HUBSPOT ENGINEER   June 2024 – May 2025
On the Fuze
Bogotá, Colombia

- Executed client implementation projects focused on CRM setup, workflow automation, and custom data structures within HubSpot.
- Performed complex data imports and cleansing operations, ensuring data quality, alignment with business processes, and seamless CRM adoption.
- Collaborated with project managers to translate client requirements into actionable technical deliverables, contributing to project efficiency and client satisfaction.

DATA ANALYST   January 2023 – June 2023
Nelson Fernández – Universidad de Pamplona
Pamplona, Colombia

- Designed and implemented a dashboard that provides comprehensive information and key performance indicator (KPIs) scores for professional soccer players using Tableau.
- Created the Extraction, Transformation, and Loading (ETL) processes for data sourced from surveys, enabling its utilization for exploratory factor analysis (EFA) followed by confirmatory analysis (CFA) in Python. Maintained communication with the professor and stakeholders to ensure that the dashboard meets the required needs and provides valuable insights for informed decision making.

TECHNICAL SUPPORT PROFESSIONAL   March 2022 - December 2022
Universidad de Pamplona
Boyacá, Colombia

- Provided technical assistance in the municipality of Chiquiza, within the project "Strengthening innovation processes in agricultural production to improve food security in selected municipalities in the department of Boyacá." Supported 16 producers in the rural area of the municipality in implementing an agro-sustainable system that ensures nutritional quality.
- Utilized data analysis techniques to distill actionable insights from property-specific studies such as soil analyses, identifying the pivotal soil properties influencing crop productivity, enabling strategic recommendations for optimal agricultural practices.

Education

Clay CRM Enrichment Certification
Clay
2025

Google Advanced Data Analytics Professional Certificate
Google
2023

B.Sc., in Biology
Universidad de los Andes
Bogotá, 2020
Complementary studies in bioinformatics

Projects and volunteering

- Business project "Be Greench": Eco-minded company dedicated to the manufacture and retail sale of clothing made from sustainable materials. 2023.
- Participation in the execution of the government project: "Strengthening of innovation processes in agricultural production that improve food security in selected municipalities in the department of Boyacá". 2022.
- Social Volunteering: Tutoring low-income students in public schools, preparing them for the ICFES exam. Universidad de los Andes. 2018

Careeer Achievements

- Selected in the Colfuturo Scholarship Credit Program 2023 to pursue a Master by Research in Analytics at UTS in Australia, which has an agreement for 100% of the tuition.
- Member of the Uniandes futsala team from 2016 to 2019.
- Scholarship program "Quiero Estudiar Escala" of Universidad de los Andes. 2015
- "Andrés Bello" award for best critical reading score in Norte de Santander in the ICFES state exam. 2014.

Skills & Abilities

- Languages: Spanish (Native) & English.
- CRM & Marketing Platforms: HubSpot, Salesforce, Pipedrive, NetSuite, Infusionsoft (Keap)
- Automation & AI Tools: n8n, Zapier, Clay (Clay Enrichment Certified)
- Programming & Data: Python, SQL
- Business Intelligence & Reporting: Tableau, Google Sheets, Microsoft Excel (Advanced)
- Project & Documentation Tools: Notion, Confluence, ClickUp, GitHub