Jeffrey Vélez Betancurth

GTM Engineer | Data Automation | Clay Certified | Python & SQL | MBA & MSc in Data Science

Alicante, Spain (open to remote roles and relocate) | **jeff.0397@gmail.com** | +34 607 795 685 | **https://www.linkedin.com/in/jeffreyvelezb/**

Professional Summary

I'm a GTM Engineer and Data Automation Specialist with experience building end-to-end workflows for lead enrichment, contact intelligence and marketing operations using **Clay, Python, SQL and API integrations**.

I also work as a Senior Data Analyst in the **Cybersecurity & Fraud Analytics Hub for CaixaBank at NTT Data**, where I develop large-scale SQL, SAS and Python pipelines for fraud detection and threat intelligence analysis.

My background includes an **MBA**, an **MSc in Data Science**, and experience designing data workflows for SaaS, banking, analytics and automation. I enjoy creating systems that help companies automate processes, improve efficiency and scale growth.

Technical Skills

Automation & GTM

- Clay (Automated Inbound + Claygent)
- Contact intelligence workflows
- Lead enrichment automation
- API integrations
- GTM orchestration
- Data pipelines for marketing ops

Programming & Data

- Python (Pandas, ETL, scraping, automations)
- SQL (Oracle, MySQL, BigQuery)
- SAS (banking analytics)
- R (basic modeling)
- Polars / Pandas optimization

Business & Strategy

- MBA-level finance & business modeling
- Process optimization
- KPI frameworks
- Data-driven decision making

BI & Visualization

- Power BI
- Microstrategy
- Looker Studio
- Excel Advanced

Experience

Partner in Publishing (Remote, USA)

GTM Engineer & Automation Specialist (Freelance)
2025 – Present

- Designed end-to-end automations in **Clay** for lead enrichment, contact intelligence and GTM workflows.
- Built scalable scraping workflows to extract course and institutional data (1.5M+ records).
- Automated inbound research using **Claygent, deep extraction, JSON schema logic and API flows**.
- Improved CRM enrichment workflows with qualification models and segmentation rules.
- Reduced manual research workload by **80%** through automation.

NTT DATA Europe / CaixaBank – Cybersecurity Analytics Hub

Senior Data Analyst — SQL | SAS | Python | Fraud Analytics
2023 – Present

- Developed fraud-detection pipelines using Oracle SQL, SAS and Python.
- Built cross-table matching logic for compromised cards, threat intelligence and suspicious financial activity.
- Migrated and optimized large fraud-analysis queries to Python (Pandas/Polars).
- Designed Power BI and Microstrategy dashboards for fraud KPIs and alert analysis.
- Collaborated with cybersecurity teams to improve detection accuracy and reduce false positives.

Pontia.tech

Python Instructor (Master in Data Science)
2023 – 2024

- Taught Python modules for Master's programs in Data Science & Analytics.
- Focused on automation, scripting and applied data engineering concepts.

MoonDi Export

Data Analyst – SQL | BigQuery | Looker Studio
2021 – 2023

- Built dashboards and ETL processes for KPIs and marketing analysis.
- Used SQL + BigQuery for extraction, transformation and modeling.
- Automated reporting and data collection via scraping.

Centro de Investigación Operativa (UMH)

Data Science Researcher – Python & R

2022 – 2023

- Participated in machine learning research projects.
- Applied modeling and statistical analysis for healthcare datasets.

Orvel Construcciones

Data / Project Analyst

2021

- Power BI dashboards, SQL reporting, budget control and project KPIs.

Qipert

Data Engineer Intern – SQL & Power BI

2022

- Built SQL pipelines and reporting dashboards for real-estate processes.

Education

- **MBA**, Universidad Miguel Hernández
- **MSc in Data Science & Computational Statistics**, Universidad Miguel Hernández
- **Civil Engineering**, Universidad Pontificia Bolivariana

Certifications

- **Clay – Automated Inbound & Claygent** (2024)
- **B2B Lead Generation: Clay, LinkedIn, Cold Email & Reddit Playbook** — Udemy (2025)
- **Cold Email Course — B2B Cold Outreach & Lead Generation w/ AI** — Udemy (2025)

Languages

Spanish – Native

English – B2

Tools

Python · SQL · Clay · SAS · Microstrategy · Power BI · BigQuery · Looker Studio · Git · Excel · APIs · Pandas · Polars