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SUMMARY

Skilled GTM Engineer with expertise in AI-driven sales automation and CRM optimization. Achieved significant reductions in manual workload, driving efficiency and enhancing lead generation processes. Very strong learning and adapting ethic, keeping up with new AI and automation advancements in order to enhance current established processes. Very easy to work with; collaborative and adaptable in dynamic team environments.

SKILLS

- AI-powered automation
- Sales optimization
- System architecture
- Outbound prospecting
- Team collaboration
- Sales workflow management
- CRM management
- Lead generation
- Process improvement
- Project management
- Analytical
- Technical communication

EXPERIENCE

Cargofive — GTM Engineer / RevOps

Lisboa, Portugal | 03/2025 – 03/2026

GTM & RevOps role focused on building scalable outbound systems, automating sales workflows, and optimizing lead-to-revenue processes.

Duties

- Designed and deployed **AI-powered outbound systems** using Clay, LLMs, and sequencing tools to scale prospecting and personalization.
- Built and maintained **multi-step sales automations and workflows** using N8N to automate enrichment, lead routing, follow-ups, and CRM updates.
- Managed and optimized **CRM architecture, pipeline structure, and lead/deal workflows** across Pipedrive and HubSpot.
- Implemented **lead enrichment, ICP scoring, and signal-based prospecting systems** to improve targeting and outbound efficiency.
- Built **AI agents and automation workflows** for LinkedIn/email replies, pre-meeting research briefs, meeting booking, and knowledge retrieval.
- Developed **sales prompts and AI-driven personalization frameworks** to scale outbound messaging.
- Managed **outreach infrastructure and deliverability systems** across Clay, Lemlist, Apollo, Mailpool, and GlockApps.
- Designed **inbound lead systems** including website forms, automated lead capture, scoring, and routing.

Results

- Contributed to around **33 new customers acquired** during the GTM / RevOps period.
- Influenced approximately **€264K in annual recurring revenue** (based on €8K average contract value).
- Supported the creation and management of around **9,300 leads and 3,300 opportunities** through automated outbound and inbound systems.
- Automated key GTM workflows, **saving around 15–20 hours of manual work per week** previously done by SDRs.
- Built AI-driven systems that **replaced several manual sales operations tasks**, allowing only me to manage processes previously requiring multiple roles.

- Reduced **manual prospecting and research time by around 70–80%** through automated enrichment, scoring, and prospect generation workflows.
- Implemented automated **pre-meeting research briefs and follow-up systems for BDRs**, significantly improving sales team efficiency and response speed.
- Helped **lower operational costs** by replacing repetitive sales development tasks with automation and AI-powered workflows.

Cargofive — Senior Sales Development Representative

Lisboa, Portugal | 07/2023 – 03/2025

Outbound SDR specializing in freight tech SaaS pipeline generation.

Duties

- Conducted manual **outbound prospecting** via cold calls, email, and LinkedIn to generate qualified meetings for the sales team.
- Researched and identified **target accounts and decision-makers** using tools such as Apollo and LinkedIn Sales Navigator.
- Managed **lead qualification and discovery conversations** to classify fit and schedule product demos.
- Maintained accurate **CRM records, lead and deal updates, and activity tracking** in Pipedrive.
- Handled **inbound leads**, ensuring timely responses and progression through the sales pipeline.
- Followed up with **warm and engaged prospects** to nurture interest.
- Collaborated with marketing to **improve outreach campaigns and messaging**, helping test new prospecting strategies.
- Managed and supported **email outreach and marketing platforms** such as Mailchimp and Maildoso to assist with prospect engagement and campaign execution.
- Followed strict KPI metrics to keep up with the company's growth objectives.

Results

- Generated around **4,700 qualified leads** through outbound prospecting and inbound follow-up.
- Created around **1,670 sales opportunities** in the CRM pipeline.
- Scheduled an average of **3.3 product meetings per week** over 18 months (around 240 meetings in total).
- Contributed to **17 new customers acquired**.
- Influenced approximately **€136K in annual recurring revenue** (based on €8K average contract value).

KLASSE — E-commerce Store Owner

Lisboa, Portugal | 02/2024 – 08/2024

- Kept and tracked records for inventory, income and expenses, generating reports to check business health and growth.
- Met with product suppliers, negotiated supply contracts and established partnerships to facilitate delivery of raw materials and products.
- Implemented effective marketing campaigns across various channels, increasing brand awareness and generating sales leads.
- Managed inventory levels to meet demand without overstocking, using forecasting tools and supply chain management practices.

Agoda — Customer Service Representative

Budapest, Hungary | 11/2021 – 06/2023

- Guaranteed first-class customer service, enthusiastically anticipating and catering to customer needs and requirements.
- Oversaw customer account inquiries, accurately providing information to resolve service complaints, and guarantee customer satisfaction.
- Served as the point of escalation for complex customer issues, capturing timely resolutions to drive client retention.
- Closed cases faster than the company average while capturing high levels of customer satisfaction.

- Managed inbound customer service calls, emails, efficiently resolving queries and complaints to uphold satisfaction levels.

Transcosmos — Sales Development Representative

Budapest, Hungary | 11/2020 – 02/2021

- Recommended, selected, and located merchandise based on customer needs.
- Logged, tracked, and documented orders received daily.
- Gathered feedback from customers about products and vendors and shared data to improve offerings.
- Demonstrated resilience and adaptability in adjusting strategies to meet changing market conditions and client needs.
- Developed and maintained a comprehensive client database, streamlining communication and follow-up processes.
- Utilised CRM software to track interactions, ensuring accurate record-keeping and efficient lead management.

EDUCATION

Eötvös Loránd University

Budapest, Hungary | 2021

Bachelor of Science: Human Behavioral Analyst

- GPA: 4.7 / 5.0
- Coursework in statistics
- Final thesis portfolio certificate on "Autobiographical memory"

Liceo Internacional

Quito, Ecuador | 2018

Certificate of Higher Education: Humanities

- GPA: 18.2 / 20
- High School Graduate Diploma
- Social Labor Accomplishment Certificate

CERTIFICATIONS

- Advanced Marketing Course with Brian Dean certificate
- Introduction to Model Context Protocol certificate

LANGUAGES

Spanish: First Language

English: C1 — Advanced

Italian: B2 — Upper Intermediate

Portuguese: A2 — Elementary

French: A2 — Elementary

HOBBIES AND INTERESTS

- Sports
- Music instruments
- Reading
- Dancing
- Cooking