

Efrain Gomez

Revenue Operations Specialist | Data Engineer



Bogotá, D.C. | 3025141055 | Efraingoomez@outlook.com
English Level B2 | Web Portfolio / GitHub

 **Data Science**
Universidad de La Salle

4th Semester (Ongoing)
8-Semester Program

PROFESSIONAL SKILLS

Python | Scikit-learn | Pandas | SQL | Big Data | Machine Learning | Data Engineering
ETL Pipelines | Data Strategy | Revenue Operations | Business Intelligence | Power BI | PowerApps | Advanced Excel
HubSpot/Salesforce | Apigee API Mgmt | Web Scraping | Market Intelligence | B2B Sales Strategy | Strategic Planning

PROFESSIONAL EXPERIENCE

● Founder

ELIT Data Systems | Feb 2025 - Present | Hybrid

Leading a Data Engineering and AI consultancy, bridging the gap between technical implementation (Python, ETL) and business strategy. Clients trust my ability to transform complex data into operational and financial growth.

FEATURED PROJECTS & PORTFOLIO:

- **KIGGU | Data Archaeology:** Recovered a critical asset of 20 years of “lost” and disorganized data. Designed Python + AI pipelines for massive cleaning and structuring of +1,200 raw files. Presented predictive models (Scikit-learn) to the C-Suite, grounding strategic decisions on recovered historical evidence.
- **RED RACCOON ART HOUSE (USA):** Designed the integral Sales, Operations, and Strategy architecture for brand expansion in Orlando, FL. Executed data-driven competitive analysis and built executive dashboards for real-time profitability monitoring.
- **UNIVERSIDAD DE LA SALLE:** Selected to lead 3 consecutive initiatives: NLP Analytics to process +11,000 records and diagnose attrition, Automation of the “A Rodar Unisalle” ecosystem, and Design of the automated degree management system.

● Business Developer

Tendencies Innovations | Sept 2023 - Oct 2024 | Bogotá · Hybrid

Merged sales execution with business intelligence, designing a Data-Driven strategy to maximize resource allocation and optimize the sales cycle. Led digital transformation of logistics and financial processes for C-Level clients.

Impact Achievements:

- **Global Top Performer (Outlier):** Ranked 1 in Colombia and Top 5 globally (among 94 executives), achieving an all-time sales record through algorithmic lead prioritization.
- **Revenue Generation:** Consistently closed +10 complex monthly negotiations (E-commerce & Logistics), generating recurring revenue exceeding \$60M COP and surpassing acquisition KPIs.
- **Process Consulting:** Optimized operational efficiency for a portfolio of 60+ merchants, integrating tech solutions to automate logistics and customer service flows.
- **Sales Enablement:** Selected to train the sales team, standardizing closing methodologies and advanced negotiation.
- **CRM Discipline:** Maintained impeccable data hygiene, managing >50 daily interactions to ensure pipeline predictability.

● Business Executive

Openpay Colombia (BBVA Fintech) | Jan 2023 - Aug 2023 | Bogotá

Acted as the strategic bridge between payments technology and business within BBVA's Fintech division. Scaled portfolio billing by 800% (from \$200M to \$1.900M COP monthly) in 8 months.

Achievements:

- **API Integration & Technical Onboarding:** Led payment gateway implementations, interpreting technical documentation (APIs, SDKs) and coordinating with development teams for tailored solutions.
- **Data-Driven Retention (99%):** Managed and shielded a portfolio of 120 Key Accounts, using Jira for incident monitoring and transactional metric analysis.
- **B2B & B2G Strategy:** Executed complex tenders with the State and achieved a >70% closing rate in the private sector using advanced segmentation.
- **Process Optimization:** Modeled pricing structures and revenue projections in Excel, supporting data-driven decision making.

Offline Team Leader

[Red & Blue Agency](#) | Jun 2022 - Nov 2022 | Remote

Assumed leadership of an 8-person team, acting as an operations architect: designed, standardized, and implemented a scalable demand generation system.

Achievements:

- **Demand Generation Engine:** Designed and operationalized a prospecting system that stabilized qualified lead inflow, consistently producing +70 SQLs monthly.
- **CRM Deployment (HubSpot):** Led technical implementation and adoption of HubSpot CRM, configuring pipelines and ensuring data integrity.
- **Data-Driven Leadership:** Managed team performance via a KPI dashboard (Conversion Rates, Activity Volume), optimizing operational efficiency.
- **Process Standardization:** Developed and documented prospecting methodologies and sales scripts (Playbooks), reducing the learning curve.

Sales Development Representative

[Crehana](#) | Dec 2021 - Jun 2022 | Bogotá · Hybrid

Joined during the critical merger phase with Acsendo to structure a predictable acquisition engine for the B2B Enterprise market in Latam. Applied a Data-Driven Sales methodology.

Achievements:

- **Revenue Predictability:** Designed a constant acquisition engine generating +10 SQLs monthly, consistently exceeding quarterly quota (>100%).
- **Funnel Optimization:** Restructured market segmentation process using strategic buyer persona analysis.
- **Data Quality Management:** Enriched and cleaned the commercial database, transforming raw records into actionable datasets.
- **BANT Methodology:** Implemented rigorous opportunity filtering validating Budget, Authority, Need, and Timeline.

Sales Consultant Senior

[Wall Street English](#) | Feb 2021 - Nov 2021 | Bogotá

Managed the full commercial cycle (End-to-End) in a premium education franchise. Hybrid role combining new business acquisition (Hunting) with strategic account management (Farming).

Achievements:

- **Revenue Management:** Consistently exceeded individual billing targets above \$70,000,000 COP monthly.
- **Loyalty & Renewals:** Led management of an active portfolio of +100 students, achieving high retention and contract renewal rates.
- **High-Profile Relationships:** Developed solid commercial relationships with executive profiles, adapting the value proposition.
- **360° Commercial Strategy:** Designed and executed action plans for database reactivation and cold prospecting.

Open Education Group Bogotá · Remote**o Sales Verification Team (Open English)** | Jun 2019 - Feb 2021

Promoted to the elite team (Level 1). Educational expansion consulting and quality assurance (QA).

- **Add-on Sales:** Generated recurring revenue exceeding \$30,000 USD monthly through strategic upselling of additional products.
- **Expansion Milestone (USA):** Achieved my first 100% English sale for the US market.
- **Global Management:** Executed successful closing strategies in Central America, South America, and The Caribbean. Consistent Global Top 3 in the campaign.

○ **Sales Consultant Next U** | Jun 2019 - Oct 2019

Full sales cycle management for digital skills certification in international markets.

- **Revenue Generation:** Consistently exceeded monthly quota, generating individual billing over \$15,000 USD monthly.
- **KPIs:** Maintained a compliance indicator >100% in conversion metrics.
- **Technology:** Mastery of Salesforce for granular opportunity management.
- **Growth:** Immediate vertical promotion to the flagship campaign (SVT) due to exceptional performance.

● **Vodafone** Spain · Remote

○ **Sales Consultant** | Jun 2017 - Apr 2019

Selected for strategic transition to the high-impact sales team. Specialist in integral B2B connectivity solutions.

- **International Top Performer:** Recognized one month as 1 in sales globally across 6 country offices.
- **Strategic B2B Consulting:** Led acquisition and technological renewal for companies (Fiber Optic, Infrastructure).
- **360° Vision:** Integrated billing experience to conduct precise commercial audits and detect upselling opportunities.

○ **Billing Consultant** | Mar 2017 - Jun 2017

Strategic point of contact for financial conflict resolution for companies in Spain.

- **C-Level Management:** Resolved critical billing incidents for companies with up to 100+ employees.
- **Commercial Conversion:** Generated additional revenue through cross-selling detected during analysis.
- **Excellence:** Exceeded NPS goals, transforming dissatisfied users into promoters.

CERTIFICATIONS & LICENSES

• Applied Data Science Capstone IBM	2026	• Python for Data Science, AI & Dev IBM	2026
• Introduction to Data Analytics Meta	2026	• SQL for Data Science UC Davis	2026
• Python Data Analytics Meta	2026	• Google Cloud Data Mgmt Google	2026
• Python Project for Data Science IBM	2026		

PROFESSIONAL REFERENCES

Viviana L. Pardo Reyes

Environmental Eng. - U. La Salle

✉ +57 321 4254286

Andrés González Muñoz

Manager - BBVA

✉ +57 321 25482910