

"My_Story"

I'm 38 yrs old and was born in a small town called Sonsonate in El Salvador , a Central American country, moved in my teenage years to California 'Los Angeles' by my parents, where i got my high school diploma, went to Mexico and get my bachelors in business also get my feet wet into the "field of operations" in the outsourcing industries (Call Center) after i had gains a few years of experienced, i needed to update my technical and learning skills so I got enrolled into a Data Analysis(statistic) curse base in Germany, at last a Master in Data Science in Barcelona Spain, this is my journey from a distant land trying to get my first enterview on my dream job, was not a matter of chance or luck, but by goals, persistence, consistency, discipline,with all the above explained let me start by describing all my knowledge, enjoy the reading.

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Experience

My experience in technology, enterprise infrastructure, or subscription businesses

Over the year, i have accumulated an extensive digital “toolbox”,which is how I like to refer to the range of tools i use in my work.and use them as needed it from the basics up to advance, Microsoft packages,Google Packages,Git,Github,Cil commands,SQL, ViciDialers, RingCentral,CRM,Ubuntu,Python,OBS Studio, Visual studio code,Google collab, APIs and well at one point i have used a few combined or just one or two together some of them a lot and other just very short periods until the projects was done .

Now infrastructure the closest i was is by going into Google Cloud infrastructure(Google console admins) and create my API credentials for google sheets, downloaded my keys and Jason format and import them into my python notebook to access and process data gathered in my spreadsheets, also i took the initiative to study AWS cloud practitioner and i have practice until the free tier basic stuff how to create IAM user , create the responsibilities for more users , create EC2 instances,Volumens ,EBS, is very important to know what we can accomplish we all the tools that we have in the cloud all the benefits as company that we have as far keeping the cost very low , the issues that come with the data center to maintain the infrastructure everything is resolved by the third party company, you can acomplish this in three ways, Private cloud:servers on premises this is for some business were you need to keep safe the legality of their contract,Public Clouds companies as Google cloud, AWS, Azure just to mention a few and this ones have different services where you could get only data storage , deployment computational systems , or everything and the cool part about this is that you pay only for the data there is going out , only when you are using it , or if you want you could put a cap (budget) Hybrid Clouds that could be a mix of premises and clouds.

My experience with Salesforce, or a similar CRM

My experience with CRM systems is diverse , I managed and was responsible for several tools such as Odoo, Logisc. These two softwares were the primary tools that we used in order to keep track of the conversion rate and measure the success of the campaign based on sales.

For instance, both mention help to gather the basic information from the client with different tabs that provided forms to streamline the intake process, making the agent an intake specialist also we had the closer agents they had more access credential allowing them to proceed with closing the deals , this involved more tabs with more forms to fill up , explanatory documents,payment documents that needed to be sent to the customer for their signature and help them go into the process to sign the E-Sign after that was the deal was closed .

In addition, the admin credential gives credentials to add , remove different access to the intake specialist, closers, customer service,billing department.

Key features included

- Intake Specialist (basic info , creation of unique client id)
- Closers = receive the follow up to open the id# , continue the process to closed the deal
Send all the paperwork related , acquire all the signatures in order to close deals.
- Billing,C/S = resolve FAQ from Clients
- Admin = dashboard of all transfer, sales by teams ,individuals, creation of the credentials for agents to access

My experience with Power BI, or other analytics and visualization

Now let me say that with visualization techniques i began with the basics,using Microsoft packages that later due to budgeting reasons migrated to Google packages.In this process i worked with Excels workbooks, Google sheets, dynamic tables , pivot tables, creating dashboards from scratch , forms, structures , columns ,tables, fonts, formulas,styles. This was tedious and consumed a lot of time.also i have to mention that some companies didn't have the proper jump into the digitalization era so we need to adapt to their agendas.

After that amazing experience I encountered Python which is a very popular programming language widely used for their simple approach to learning. I used new libraries to extract,manipulate the data with Pandas. The simplicity of commands like `df.info()` provide all the information, My workflow goes as follows:

1. Exploratory Data Analysis(EDA)
2. Pre-processing (including imputing nan values,handling outliers, normalizing target distribution(using `pd.get_dummies` for categorical data,Scaling features is needed it in the ML instances))
3. Saving the cleaned data into a new CSV file for reference
4. Creating visualizations with Power Bi
5. Advance techniques create an algorithm regression,classification,kmean for segmentation

Power BI NOW is easy after all the learning process that i went, dashboards are just fun and cool, let me explain a little

First you need to load your data into the Power Bi after is loaded on the right-hand side of your screen, you can visualize the data click on it and will show all the variables available then is easy as select the visualization graphics that is more appropriate for your data could be a bar charts, stacked charts, lineal charts that shows a continuous

patron in the data over the years ,then select the variable and drag and drop into X or Y fields, just as easy as that you did your first visualization chart, but that is not all we have more cool features to customize personalized to your liking.

My experience in sales operations and compensation

You need to keep into account this following factors:

1. **Product or Service:**We need to know the strengths and limitations of our products and services , keep tight the quality of content of your script ,and safety measures are good quality assurances that help us evaluate the consistency of our quality against set standards.
2. **Leads:** they can come in various profiles and segmentations by saying this, is for us to understand that we need to know our clients, understand their habits,traits,patrons doing this will predict their needs of new clients
3. **Environment:** now that we have provide good leads to the (environment) sales floor is critical good leads,(more sales) with all the above you will have a fun and productive sales floor , for example, if the data is for selling chocolate and you are trying to sell shoes you will have a very negative results and with that comes agents frustration , remember that we are managing humans not slaves they will perform good if we provide a good environment, you keep the good vibes by being straightforward ,empathic listening to your employees gives good results and provides good opportunity to provide feedbacks into their metrics .
4. **Bonuses brackets teams:**Let them know they are getting paid for their performance, bonuses structures to keep your agents, teams, motivated and satisfied we could address that in this two following options:
 - Individual or by Teams
- 5.**Incentives** : in my experience, it works better for teams because everybody works as one is nobody to blame, everybody is accountable for their failure or success and helps us adjust quickly to improve the service or product.

Individual Example: in my previous job i was the responsible to create this bonus brackets , they had a base pay, plus attendance bonus which consist in bean every day one time on their assign positions,not missing days,performance bonuses brackets look like this 0-49 no money, 50 or less 74 \$1.00 dollar ,75+ \$1.50 for each transfer.now clarifying that the base pay gets affected if they don't come on time on their shifts ,or after their breaks,lunches ,every minute counts , this made them aware of their performance , some expectation are to considered, holidays,sickness,injured etc everything it should be straightforward.

Teams Examples: teams is more of the same with the slight difference that you give them more autonomous right to speak among them they are always putting in check their own fellow members and they get paid in an average metrics for the whole team for example if their metrics as a team of 7 members , 350 transfers, 10% conversion rate, sales 35, they all get paid their transfer independently that one of them haven't reach the 50 he gets paid \$1 each .

Closers Examples to keep them happy is base on consistency they get paid \$10 dollars for sale but if they keep 10% closing ratio, the whole week he adds \$25 dollars for the end of the month that gets paid every first of the month , and just keep double the reward for each week that he keeps the weekly consistency of 10% closing ratio.

My experience with sales training and enablement content development

With sales training and content creation, with the collaboration of USA region manager we lead by example; we did the first sales of the teams and we knew the whole process, cycles and show them to make it fast and fun , for that we gather all the supervisor which they had experience in the sales floor and came up with the best ideas and consolidate the best practices and i start creating slides to train and focusing and handling different scenarios like building the trust of the client , making mock phone calls , with angry, happy customers with a lot of questions , also i took the initiative to search for good sale videos online and presented them that way they could see the differences and have fun at the same time.

Improving a business process

In my previous job i lead the company into improve sales and operations of tax campaign in Tijuana Mexico;the project began with a budget allocation for 20 agents including one manager ,19 agents ,these 19 agents help me establish a comprehensive sales operation for the transfer floor

The Operation was structure:

- INB(inbound agents) 40 agents who handle incoming customers (intake specialist)
- OB(outbound) Consisting 5 agents for making proactive outbound calls to potential customers we call this live leads because they were coming in lively from facebook or Instagram or tik tok where they had lunch publicity ads
- C/S (customer service) 5 agents dedicated to providing customer service and support
- Deal desk 5 agents who specialized in up sales negotiating and completing deals with clients
- Closers 7 closers responsible for closing sales and agreements

In conclusion, this were the results that i provide for the company, 60 agents 2 supervisors , 6 team leads :

To accomplish this , i must acknowledge the great work that my team did, we describe a good script quality assurance, i put in place metrics phone calls abandonment , transfer ratio, closing ration,attendance , transfers sales bonuses brackets, talent retention that was when one of are agents didn't make it in sales, i relocated them into another spot within the same campaign , and always keeping and eye on the source leads.

Describing a scenario, I remained calm and composed, ultimately contributing to the business's successful decision-making process.

That happens a lot in this scenario when you are a manager of campaign in a call center in one hand you have YOUR COMPANY and the other one the client that you are helping to develop his business sometime they have misunderstanding among them in due payments, your CEO is trying to let go the campaign because of due bills and the client is not been cooperative by providing any answer why he is not paying but i was to remain calm i exposed the whole scenario to my CEO if they let go will be financial consequences, and also explain that the campaign was doing good (sales reports,metrics), and if they were not paying was not because bad performance in our side, it was just that when this campaign came in, the client was in red numbers and he was having troubles to get his money but all sales reports that we were pulling, metrics and so on, he was getting paid it was just a matter of time for him to get paid and sure enough within 2 tense weeks he pay the bill and remain as customer for the call center

Explaining how an idea was conceived, implemented, and had a tangible positive impact on the business.

I took the initiative to put in action all my text book knowledge, Performance Metrics , Dashboards, sales ratio, bonuses brackets,talent retention, from my perspective, if we register all the information from the beginning of the campaign we will have a solid company you will know how behaves by stations, days,hours and also you need to keep happy your teams good environment is a must!

Describing a specific area within sales operations and enablement where I believe I excel and consider it a personal streng

I put attention to details , that helps me resolve problems, when you have an eye to see where nobody is seen , where others overlook you will have the leverage and will be always on time to adjust to any circumstances that might happen in operations

The most relevant experience i possessed for any role?

What really set me aside from the crowd is my passion to learn , that background of bachelor in business, the experience in the outsourcing company, the use of my toolbox, the data driven decision with my Data Scientist skills all this combined gives me the strengths to provide good results base on data rather than hunches.

For instance, if I see a specific market campaign is underperforming I dove into data and find data driven - strategies to resolve the issue .

Insights

What do you consider being the most critical metrics in a business such as ours, and how have you helped a business to manage those metrics in your previous roles?

To answer which is the most critical metrics in a business such as yours is a very challenging question because i don't have the right knowledge of the company is a very vague information to provide a very sincere and accurate answer, is like i'm trying to train a regression model with 20 entries 2 columns and to put a topping in the ice cream has nans lol, but i'm up to the challenge.

First: i will ask for historical data in sales for the past year and will dive into the magics of process and analyzing data make myself a nice visual dashboard in Power BI and start playing with my data and the same time i will make a questionnaire with all the questions and answers that the data provide for my future appointment with my fellows coworkers and ask details that i don't have, to put the dots together.

Second: i will divide the data in quarters so it will segmented in 4 datas of three months in those datas we will have grouping by countries ,regions ,who is the best and worst performers , were we have more presence, this will give as sense were geography speaking in which country we are doing the most revenue and where we are doing badly , and also we will know if we are making money because of quantity of sales or good sales what i mean by this is if a country we are making 1 billions sales but revenue are making 100 million(\$0.10 cents for sale) and on the other hand we have another country 500k sales and making 1 billion(\$2000 for sale) on revenue .

Third question what product or service is selling the most on those country's already mention if they are for companies or final user

Fourth make a filter in order to understand who is our customer profile ranges of ages , genders ,companies

Fifth : retention of the customer ,how much percentage churn rate.

I believed with these answers I will have a suitable topic of conversation to create your metrics BUT as i say before i need to know about what direction is align the business model , for example in one of my side jobs was a bank and his business model was to capture sales but not retention , this meant for them per year out of 100% , the churn rate was 60%, and they were in business for 5 yrs, so all business are different some of them more profitable than others but it depends a lot in the business model that they have adopt.

My perspective in the role of the Sales Operations function in supporting Sales and driving the business forward?

Sales operations, plays a critical role in ensuring that the sales team operates at peak efficiency, this is where all the above connects, is the bridge where the data-driven insights with sales strategies connects (merge) , this involves streamline processes , implementing tools, and providing sales teams with data-driven insights to enhance their performance (metrics).

My experience in the outsourcing involved optimizing sales processes through automation and data analysis , which led to a increase in sales productivity basically we help those companies to reduce cost and maximize their gains, when everything is align smoothly the business growth

Measuring my own success in this role?

Success is very easy to get there and measure, the hard part is to maintain the company at that peak at that level, and for that we will create key performance indicators (KPIs) such as sales revenue growth, sales team performance, and process efficiency , success would be reflected in numbers, and also in the sales data driven-strategies , effectiveness of sales training and programs that i oversee.

Describing how to perform a relevant routine business task in some detail, so that someone else could perform it from your explanation.

A routine that I have handled in the past was to create a sales performance report , and agent report metrics using data analytics tools.

First: collect the data from different sources such as CRM , Google sheets

Second: import this data into Python, Google sheet.(create template)

Third preprocess ,clean data

Fourth data engineering creating the variables and tables, data frames that i need to analyze , after that save it in readable format CSV

Fifth create and use visualization tool with power bi and provide this template for them to use at all times and make it super friendly user

Sixth, send an email to all the chain of coworkers with instructions and metrics attached in every email. Save the email in a folder “emails sent” for future references.

After i have done that i provide a manual to follow for new user that go something like this

Manual Report (CRM)

1. Access to your admin console(CRM)
2. Select settings
3. Select reports
4. If you need a report choose “user” or “team”
5. Select the range of months that you need or select a day
6. Download report in a CSV format , NOTE :please make sure is a CSV
7. Open Python notebook called “Template CRM” in Studio visual code
8. Go into your download files “copy route”
9. Go back to your Python notebook and in the third line of code “paste file route”
10. Execute the workbook (codes are already there as a template)
11. Visualize analyze all the findings
12. Look the last line of code “file_csv_powerbi”
13. Open, Power BI search for”powerbi_template”
14. Load your data find the “file_csv_powerbi”
15. Prompt will show up “file already existed do you want to overwrite “ YES
16. Power bi template is ready to use
17. Send emails to all the coworkers with information related to their department
18. Save email in your “email sent folder”

With the above describe i will be doing that in 10 minutes and that is putting a lot of issues , should be done in five minutes basically i will leave templates were the user will just copy and paste information and all he needs to do is to analyze and send the final report by email ,basically what i have done is my daily workflow reduce to 5 minutes after that is the daily meeting with the client here i will provide if is needed the numbers from the day before , teams performance by regions,incidence , questions, and so on,and be ready for a specific task .

After that daily business operations provide feedback to supervisors ,sales teams and keep everything running smoothly.

Education

How did you do in Mathematics, Physics and English in high school? Please highlight if you were in the top 10% in any of those, and how you know that.

Mathematics and Physics people and teachers were always surprise how i understand everything with easiness and with less effort , in colleague i got 10/10 in Statistics¹,and Statistics²,and english well is the primarily language in USA but what i did is that i went to classes of essays literature and i always excel

What did you do after high school? If you went to university, why did you choose that particular degree and that particular institution? What other options did you consider?

After highs school be moved to Mexico were i went to colleague for a bachelor business at that time i choose that because i always been good with number and resolve problems and i have curiosity and make my mark to help companies to reduce cost and maximize their profits to get involved with intelligent people and learn from them , i was very influenced by Person name Alexander Hamilton which born in the 1800 hundreds but this guy was the captain of George Washington and he was very smart and accomplish alot marks in his short lives, anyhow other option that i consider Economics not because i ilke it ,it was more because my mentor in colleague told me that was my carrer for my strengths in numbers but i choose BBA , nevertheless i love operations it give me that super human strength were you can see many things happening at the same time is a mixture with leadership, administration, Number geeks, so it provide me confidence , but operation has take me to another level of the game were now i have practice and evolve with more statistic knowledge and provide me with a nice toolbox, my intuition with operations and business start for been in so many countrys were i could see the rich and the poor i could understood both worlds so if a sum up those to my expertise i know i could make my mark.

What was your degree result, and how did that reflect on your ability?

I have graduated with honors in my Bachelor in Business in Mexico , also a certificate with statistics and a Master in Data Science. My degrees reflected my commitment to academic excellence , life is too short to expect to be given opportunities to acquire skills and make your own.

Did you develop any meaningful interests or hobbies from which you gained skills? I developed skills in programming , and data visualization, which have been invaluable in my professional career

What opportunities did you take for leadership at high school and university?

Since im true born Aries leadership come in my character , i got into team lead roles in the colleague projects

During your education, did you achieve anything considered exceptional by your student peers or teaching staff? I graduated with honors GPA 9.7 almost excellent!!.

