Fermin Andujar

Orlando, FL • (347) 751-7446 • andujar609@gmail.com • linkedin.com/in/ferminandujar

WORK EXPERIENCE

Uberall   07/2024 - Present
Business Development Representative
- Generated $743K pipeline while hitting 70% of annual quota (6 opportunities/month)
- Won company hackathon building a Clay workflow that eliminated 10-15 hours of manual research per BDR weekly
- Built account scoring model using 10+ signals: hiring activity, expansion plans, competitor presence, review sentiment, local search rankings
- Integrated multiple APIs (Serper.dev for Google location data, ChatGPT for message personalization & Claygent, Apify for web scraping)

Unbabel   12/2022 - 11/2023
Senior Business Development Representative
- Generated $2M+ pipeline targeting enterprise accounts (United Airlines, Disney, Skechers)
- Partnered with marketing to revamp inbound/outbound sequences, resulting in 200% increase in meetings from webinars
- Researched accounts deeply using annual reports, podcasts, and social media to personalize messaging

Vivo Completo   08/2017 - 12/2022
Founder

Built wellness business, grew revenue 60% YTD through client retention and content marketing that drove 15% growth

EDUCATION

Swedish Institute College of Health Sciences • Associate in Occupational Studies   01/2014

CERTIFICATIONS

Clay - Automated Inbound Certification   10/2025
Clay - CRM Enrichment Certification   10/2025
Clay - Automated Outbound Certification   09/2025
UnlockClay Course   05/2025

PROJECTS

Company Hackathon Winner

Built lead qualification table analyzing multi-location brands through company enrichment, franchise detection, competitor identification, expansion scoring, and vertical specific personalized outreach.

SKILLS

A/B testing, account scoring, API integration, conditional logic, Google suite, JSON parsing, multi-channel campaigns, prompt engineering, waterfall enrichment, workflow automation

Tools: Apify, ChatGPT, Claude, Clay, Cognism, Cursor, Gong Engage, Salesforce, Superwhisper, Tella, Vidyard, ZoomInfo