

Héctor Alejandro Fermín

Birth date: 05-07-1994

ID: 95.748.952

Address: Ciudad de Buenos Aires, Argentina

Languages: English, Spanish, basic Portuguese



Phone: +54 (11) 3278-1616

Email: alejanfermin@gmail.com



I love business. My passion is improving and optimizing every area in business that I can think of, and I love to do it through numbers and doing analysis.



EDUCATION

September 2018-Present
Buenos Aires - Argentina
September 2012-December 2016
Caracas - Venezuela
September 2011-June 2012
Shelby Township - USA

Business Administration
Universidad de Buenos Aires
Mechanical Engineer (completed 90 credits)
Universidad Simón Bolívar
Título Bachiller Senior
Eisenhower High School



MY SKILLS

PostgreSQL
Git/GitHub
R Program
Excel
Git
A/B Testing

COURSES COMPLETED

September 2019
Buenos Aires - Argentina
May-June 2019
Buenos Aires - Argentina
April 2019
Buenos Aires - Argentina

Big Data
Grow Digital School
Online Marketing: Strategy and Planning
Grow Digital School
Data Science Specialization
John Hopkins University (Online)

Marketing Knowledge: Brand Purpose, SMART and PESO models, Client-Agency Brief, Strategy and Planning, KPIs, Conversion Funnel, Market research, Buyer-Persona, Email Marketing, Segmentation and client retention.

Knowledge in Programming and Statistics: SQL, Success and Tracking Metrics (Business), A/B Testing (Control and Experimental Groups), Obtención y limpieza de Datos, Experimental Design.

Some books I've read: The Lean StartUp, How to win friends and influence people, Rich Dad Poor Dad, Psycho - cybernetics, The One-Page Marketing Plan, Man's search for meaning, Blue Ocean Strategy, Think and grow rich, Influence, Meditations by Marcus Aurelius, Flow-The psychology of optimal experience, The wealth of nations, The compound effect.

Hobbies: Read books about business, philosophy, psychology; play football, table tennis, traveling and meeting new cultures.



AWARDS

Top 1st Finalist - Hack The World: Hackathon – Cervecería Patagonia, AB InBev

Competition in which more than 30 teams participated to design the best Customer Experience using technology for Cervecería Patagonia and AB InBev, where I presented my team's final product before the jury.



EXPERIENCE

December 2019 – Present **Analyst**
Buenos Aires, Argentina Voolkia Software and Services
Current Role: Global Account Manager, software sales.
Past Roles: Analyst. Community Manager. Content Creator.

March 2017 – Present **Volunteer**
Buenos Aires, Argentina Jóvenes en Acción – Radio Program en Radio Cultura FM
Participation twice a year in movie-debates organized by Jóvenes en Acción-Radio Program by Radio Cultura FM for children in need and special conditions where we share a meal and discuss the experience.
Journalist who runs the Radio Program: Carmen Sicardi, phone: +54 11 4401-8561

July 2015 – March 2018
Shelby Township, MI, USA

Entrepreneurial Venture
MasterWin LLC, Sporting Goods

Sales through Amazon.com

Tasks performed: Product Research, supply/demand analysis, product launches, customer service and follow-up, marketing management and optimization, negotiation with manufacturers in China, inventory control and management, product ideation, optimization of the supply chain.