

Job Match Scoring Report

Candidate: Antonio Gutierrez Amaranto **Position:** Automation Specialist **Company:** LATAM Lead-Gen **Date:** 2025-10-27 **Report Generated:** 2025-10-29 00:22

Overall Match Score: 72.2% - STRONG FIT [EXCELLENT]

— 72.2%

Recommendation

STRONG FIT

Apply with confidence. Emphasize your key strengths.

Dimensional Analysis

1. Technical Skills Match: 56.8% [GOOD]

Weight: 30% | **Contribution to Global Score:** 17.0%

— 56.8% - Good

Analysis: 4/7 technical skills matched

[+] **Matched Skills:** - dashboard - sap - automation - api

[!] **Missing Skills:** - bi - zapier - analytics

2. Experience Depth & Relevance: 91.0% [EXCELLENT]

Weight: 25% | **Contribution to Global Score:** 22.8%

- 91.0% - Excellent

Analysis: 5+ years with 6 quantifiable achievements

- **Years of Experience:** 5+ years
 - **Quantifiable Achievements:** 6
 - **Years Score:** 100%
 - **Responsibility Level:** 70%
 - **Impact Score:** 100%
-

3. Domain Knowledge: 83.3% [EXCELLENT]

Weight: 20% | **Contribution to Global Score:** 16.7%

— 83.3% - Strong

Analysis: 5/6 domain areas matched

[+] **Relevant Domains:** - Logistics - Technology - E-Commerce - Analytics - Bi Reporting

4. Soft Skills & Cultural Fit: 66.7% [GOOD]

Weight: 15% | **Contribution to Global Score:** 10.0%

— 66.7% - Good

Analysis: 2/3 soft skills demonstrated

[+] **Demonstrated Soft Skills:** - Collaboration - Leadership

5. Achievement Quality: 57.1% [GOOD]

Weight: 10% | **Contribution to Global Score:** 5.7%

— 57.1% - Good

Analysis: 13 high-quality achievements mapped to 28 requirements

- **High Quality Matches:** 13
 - **Medium Quality Matches:** 0
 - **Low Quality Matches:** 15
 - **Total Requirements:** 28
-

Key Strengths for This Role

1. Experience

5+ years with proven track record

Evidence: 6 quantifiable achievements

2. Domain Knowledge

Relevant industry experience

Evidence: logistics, technology, e-commerce, analytics, bi_reporting

Gaps & Mitigation Strategies

[GOOD] Gap: Bi

Area: Technical Skills | **Impact:** Medium

Mitigation Strategy: Highlight transferable skills and willingness to learn bi.

[EXCELLENT] Gap: Zapier

Area: Technical Skills | **Impact:** Low

Mitigation Strategy: Highlight experience with similar automation tools. Zapier is intuitive for technical users.

Actionable Recommendations

1. [NEEDS IMPROVEMENT] [High Priority] Review missing technical skills before applying

Focus on: bi, zapier

2. [GOOD] [Medium Priority] Strengthen your achievement examples

Add more quantifiable metrics to your experience

3. [NEEDS IMPROVEMENT] [High Priority] Prepare specific examples

Ready 2-3 stories highlighting: dashboard, sap, automation

Detailed Requirement Matching

Match Level	Requirement	Evidence
[GOOD] Moderate	Automation Development	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Hands-on experience with Make, n8n, or Zapier (adv...	No direct evidence, transferable skills applicable
[GOOD] Moderate	Experience with CRM automations (HubSpot, Kommo, P...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Working knowledge of APIs, webhooks, and JSON.	No direct evidence, transferable skills applicable
[EXCELLENT] Strong	Familiarity with Google Ads, Meta Ads, and analyti...	Developed 15+ automated reports using M-AT and NPR, reducing...
[WARNING] Weak	Detail-oriented and comfortable testing, debugging...	No direct evidence, transferable skills applicable
[WARNING] Weak	English or Spanish fluency (English is a plus).	No direct evidence, transferable skills applicable
[EXCELLENT] Strong	Build and maintain automation flows in n8n, Make, ...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Connect CRMs (Kommo, HubSpot), WhatsApp Business A...	No direct evidence, transferable skills applicable
[GOOD] Moderate	Automate lead routing, follow-ups, report generati...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	System Integration & QA	No direct evidence, transferable skills applicable
[WARNING] Weak	Create and test webhooks, APIs, and integrations b...	No direct evidence, transferable skills applicable
[WARNING] Weak	Ensure data consistency across all connected syste...	No direct evidence, transferable skills applicable

Match Level	Requirement	Evidence
[GOOD] Moderate	Monitor and troubleshoot automation issues proacti...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Process Optimization	No direct evidence, transferable skills applicable
[GOOD] Moderate	Translate operational bottlenecks into automation ...	Architected consolidated business intelligence dashboard int...
[GOOD] Moderate	Document workflows and SOPs to make automations sc...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Collaborate with the growth and performance teams ...	No direct evidence, transferable skills applicable
[EXCELLENT] Strong	Analytics & Reporting	Architected consolidated business intelligence dashboard int...
[EXCELLENT] Strong	Support automated data collection for CAC, ROAS, a...	Architected consolidated business intelligence dashboard int...
[GOOD] Moderate	Build simple visual automations that update Looker...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Required Skills	No direct evidence, transferable skills applicable
[WARNING] Weak	Hands-on experience with Make, n8n, or Zapier (adv...	No direct evidence, transferable skills applicable
[GOOD] Moderate	Experience with CRM automations (HubSpot, Kommo, P...	Architected consolidated business intelligence dashboard int...
[WARNING] Weak	Working knowledge of APIs, webhooks, and JSON.	No direct evidence, transferable skills applicable
[EXCELLENT] Strong	Familiarity with Google Ads, Meta Ads, and analyti...	Developed 15+ automated reports using M-AT and NPR, reducing...
[WARNING] Weak	Detail-oriented and comfortable testing, debugging...	No direct evidence, transferable skills applicable
[WARNING] Weak	English or Spanish fluency (English is a plus).	No direct evidence, transferable skills applicable

Next Steps

[+] Recommended Actions:

1. **Apply within 24-48 hours** - This is a strong match
2. **Preparation time:** 2-3 hours recommended
3. **Focus areas:** Review the strengths above and prepare specific examples
4. **Cover letter:** Emphasize key achievements that align with requirements

About This Report

This report was generated automatically by the **Advanced CV Personalization & Scoring System**.

Scoring Methodology: - **Multi-dimensional analysis** across 5 key areas - **Weighted scoring** based on importance of each dimension - **Evidence-based matching** using candidate's actual achievements - **Transparent calculation** with detailed breakdowns

Confidence Level: This scoring is based on keyword matching and achievement mapping. Individual job requirements may vary, and human judgment should be used to complement this analysis.

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