

# HECTOR BUELNA

## Tech Sales

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### SUMMARY

- Sales professional with a software engineering background and a proven track record in closing deals. Skilled in translating technical concepts into clear, actionable insights for clients, driving sales through relationship building and problem solving. Looking to grow long-term in a company where I can continue to apply my knowledge and experience in the tech sales sector.

### EXPERIENCE

SaaS Sales (B2B) 01/2023 - Present  
HB.com Remote

- Developed and presented technical demonstrations of saas web applications tailored to small and medium sized businesses.
- Increased web application sales by 25% in the first six months by acquiring 15 new clients through targeted outreach and strategic prospecting.
  - Developed and presented technical demonstrations of web applications tailored to small sized businesses.
  - Successfully negotiated project scopes and pricing, sharpening my ability to close favorable deals.
  - Maintained an 80% customer retention rate by delivering customized post-sale support and ensuring product alignment with client needs.
  - Engaged with clients to identify pain points and provide refined product offerings that go hand to hand with customer requirements.

Software Engineer 05/2022 - 08/2022  
Enfuse San Diego, CA

- Enfuse.io develops event architectures, data-driven applications, and API software.
- HTML, CSS, JS Build and Maintain Front-End portion.
  - Ensure seamless Back-End integration.
  - API services in dynamic interfaces.
  - Worked with team on developing features, project planning, and architecture.

Software Engineer 05/2021 - 08/2021  
Google Sunnyvale, CA

- Led brainstorm with two other interns to design a web application designed to make the process of learning programming simpler
- Went through weekly technical trainings from Google engineers to be able to develop web applications at industry standard
- Led development in HTML, CSS Flexbox and JavaScript that would modernize the current Google calendar API interface
- Wrote user documentation guide to ease use for new user

### EDUCATION

B.S. Computer Science 08/2017 - 05/2023  
California State University San Marcos San Diego, CA.

- Languages:** Java, JavaScript C/C++, ARM Assembly, MIPS Assembly, Python, Prolog, F#
- Courses:** Data Structures, Computer Architecture, Operating Systems, Embedded Systems, Software Engineering, Software Requirements and Design, IoT

Front-End Developer Certificate 02/2024 - 05/2024  
Meta

- Proficiency in HTML, CSS, and JavaScript, including modern ES6+ features.
- Creating dynamic user interfaces using React.js.
- Implementing UI/UX best practices in web design.
- Familiarity with agile methodologies for iterative development.



### SKILLS

#### Personal Skills

Customer Care · Saas Solutions ·  
Salesforce · Cold Calling · Articulate ·  
Relationship Building · Networking ·  
Spanish Bilingual · Articulate

#### Soft Skills

Growth · Team Player · Negotiation ·  
Assertiveness · Adaptability ·  
Result Driven

#### Software Skills

JavaScript · React · CSS · HTML5 · C++ ·  
Python · Node · SQL · API's · CRM

### LANGUAGES

English Native  
Spanish Proficient

### KEY ACHIEVEMENTS

**Client Acquisition**  
Secured 15+ new clients through targeted outreach and personalized proposals in 4 weeks.

**Efficient Workflow Implementation**  
Implemented automated workflows that reduced project turnaround time by 20%, increasing productivity and client satisfaction.

### PASSIONS

**Problem Solving**  
Enjoy tackling challenging technical issues and finding innovative solutions.

**Collaboration and Teamwork:**  
Enjoy working closely with a team to achieve collective goals and share best practices.

**Negotiation**  
Passionate about negotiating deals that are beneficial for both the customer and the company.