

AUGUSTO PENA

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Analyst, Senior Business Sales (16504) - Royal Caribbean Group (Application Resume)

Professional Summary

Analytical MBA with hands-on experience supporting sales compensation, forecasting, and reporting in sales-driven environments. Strong in Excel and SQL (PostgreSQL); experienced in building clean datasets and dashboards (Tableau, with growing Power BI proficiency). Skilled at connecting sales activity to financial outcomes and collaborating across teams to deliver accurate, actionable insights. Ready to contribute to Royal Caribbean's innovative sales team with a detail-oriented, data-driven approach.

Core Capabilities

- Sales Compensation Support: Maintain plan logic, prepare payout estimates, and validate data against plan rules.
- Forecasting & Close Readiness: Update Excel models and SQL queries for weekly, quarterly, and annual incentive forecasts; contribute inputs for accruals.
- Reporting & Dashboards: Build interactive reports in Excel/Tableau; translate to Power BI with clean, reliable data models.
- Segmentation & Trend Analysis: Analyze performance by region, product, account, and segment to support decision-making.
- Process & Data Quality: Create unified SQL datasets, implement quality checks, and maintain consistent, auditable reporting
- Cross-Functional Collaboration: Work with Sales, Senior Analysts, Finance/IT, and coordinate with HR and Payroll for plan changes and payout processing.

Experience

REEHASH.COM (Formerly RoofConnectUSA) - Miami, FL

Account Executive • Full Stack Developer • Sales Analytics Contributor · 05/2023 – Present

- Built SQL-backed Excel/Tableau models for incentive tracking and performance trends; ensured plan logic was applied consistently.
- Produced weekly, quarterly, and annual forecast views and provided inputs for accrual estimates.
- Developed manager-ready KPI dashboards and Power BI-ready data models.
- Implemented light data quality checks and maintained a shared data dictionary for consistency.
- Partnered with Sales leadership on ad-hoc questions, surfacing actionable insights by region and product.
- **Impact:** Helped initiatives associated with ~25% sales growth and significant cost savings.

ROOF1303.COM - Miami, FL

Sales Executive & Sales Manager · 10/2021 - 05/2023

- Maintained compensation trackers and validated quarterly payouts using Excel models.

- Built KPI reports in Excel and SQL, integrating them into Salesforce dashboards.
- Supported sales leaders with training and trend reviews to improve coaching and performance.
- **Impact:** Contributed to achieving a ~40% close rate, nearly double the industry average.

TOPO UAV, LLC - Miami, FL

Account Executive / Data & Operations Analyst · 01/2019 - 12/2022

- Maintained PostgreSQL datasets for project margins and sales activity.
- Delivered cost and ROI analyses to guide pursuit decisions and account strategy.

MENDIOLA GROUP, INC - Miami, FL

VP of Sales / Data & Finance Strategy Lead · 09/2017 - 09/2021

- Helped design incentive and bonus structures, tracking attainment and payout impact.
 - Introduced dashboards and standardized definitions to align sales, operations, and finance.
 - **Impact:** Supported initiatives that improved close rates by 80% and scaled annual sales volume from 300 to over 6,000.
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Education

- MBA - Millennia Atlantic University, Miami, FL · 2019
 - B.A. in Economics - Florida International University, Miami, FL · 2015
 - A.A. in Business Administration & Management - Broward College, Miami, FL · 2013
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Tools & Skills

- Excel (advanced): Pivot tables, Power Query, dynamic arrays, and audit controls.
 - SQL/PostgreSQL: CTEs, window functions, and query optimization for clean, consistent datasets.
 - Power BI & Tableau: Data modeling and dashboard creation; translating Tableau work into Power BI.
 - Compensation & Finance: Incentive plan interpretation, payout validation, accrual inputs, and ROI analysis.
 - Systems: Salesforce, HubSpot, Google Sheets automation; light Python for data tasks.
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Collaboration & Communication

- Conduct training sessions to help managers read and interpret reports accurately.
- Coordinate with HR, Payroll, and Total Rewards on plan updates, approvals, and payout files.