

Alex Castro

Colombia | +57 301 237 2817 | mod1ns1d3@gmail.com | LinkedIn Link

PROFESSIONAL SUMMARY

Results-driven professional, experience in inbound/outbound sales, customer service, and technical support, complemented by skills in design, video editing, and social media management. Consistently exceeds targets, strong relationship-building skills. Adept at lead conversion. Fluent in English with a talent for explaining complex concepts to diverse audiences. Self-motivated with excellent organizational skills, thriving in remote work environments. Combines sales expertise with technical knowledge, including AI tools and software/web dev, to drive efficiency and performance.

SKILLS

- Technical: Jr Web Development, Network Configuration, Data Recovery, Remote Technical Support
- Communication: Ability to explain complex technical concepts to non-technical audiences
- Software: Microsoft Office Suite, Google Suite, Adobe Creative Suite (Photoshop, After Effects, Premiere), Canva, Airtable.
- AI & Automation: ChatGPT, Claude, Gemini, Make (for automations)
- Sales: SDR, BDR, Appointment Setting, CRM Systems

WORK EXPERIENCE

True BDC Medellín, Colombia
Developer Apr 2024 - Jul 2024

- Developed custom tools that increased agent efficiency, company saw improvements of over 30% in lead response times, among other substantial benefits, like a more efficient way to handle MFA codes within a single platform.
- Automated repetitive tasks, maximizing agent call time and appointment generation.

Worldwide BDC Medellín, Colombia
BDR, Developer Jan 2023 - Apr 2024

- Consistently exceeded performance targets by managing 250+ daily outbound calls and securing 15+ qualified appointments.
- Developed performance analysis tools and automated repetitive tasks, increasing agent efficiency by saving up to 40 minutes per agent shift.
- Evolved from BDR to developer after recognizing CRM limitations, then engineered and deployed custom solutions that streamlined workflows and boosted team-wide productivity.

BuenaSuerte/Good Lucky SAS Medellín, Colombia
Advertising Specialist Jul 2022 - Oct 2023

- Managed lead prospecting and client outreach for print and online advertising services.
- Consistently met monthly targets and doubled quota performance.

Xtreme Hardware LAB Medellín, Colombia
Manager/Data Recovery Expert Aug 2018 - Oct 2019

- Led a team of 7 technicians, overseeing device repairs, data recovery, and remote support.
- Established the business as the city's primary resource for computer and gadget repairs.

Xtreme Hardware Medellín, Colombia
Computer Technician/IT Specialist Mar 2014 - Aug 2018

- Achieved a 90%+ repair rate for all devices, boosting customer satisfaction and retention.
- Implemented and optimized network configurations for diverse clients, ranging from small businesses to individuals.
- Provided comprehensive on-site and remote technical support

PROJECT EXPERIENCE

SuperJuegos Tienda, HDData Recovery

Digital Marketing Consultant

Dec 2019 - Jan 2022

- Managed social media accounts and created Meta AD campaigns.
- Designed static and animated content for social media publications.
- Improved online visibility and customer engagement for both businesses.

EDUCATION

Colegio Parroquial Nuestra Sra. de Chiquinquirá

High School Diploma

Medellín, Colombia

Graduation Date: Dec 1994

Facebook Ads & Facebook Mastering Course (Udemy)

The Complete Digital Marketing Course 12 in 1 (Udemy)

The Complete 2024 Web Development Bootcamp (Udemy)

INTERESTS

Customer Service, Technical Support, Sales, Artificial Intelligence, Process Automation, Web Development, Data Analytics and Reporting

PORTFOLIO

Some of the work done with video editing or animated motion graphics, created with after effects or premier, some from scratch some editing a template.

https://drive.google.com/drive/folders/1CWB0uxJEZhszleFeRdVeBT_9QLPnL8E_?usp=drive_link