Jason Sepúlveda

Data Analyst | Project Manager | Strategic Marketing

✉ jasonsepulvedas@gmail.com   📞 +507 64190851   in linkedin.com/in/jasonsepulvedas

SUMMARY

A business professional with a deep understanding of technology, bridging strategic business goals with technical solutions. Over nine years of experience in Marketing, Sales, and Data Analysis across the construction and technology industries, focusing on Python, SQL, Power BI, Tableau, and SAP. Demonstrated leadership in managing cross-functional teams and optimizing processes through digital solutions. Strong expertise in communication, collaboration, and agile project management has driven digital transformation, improving customer experiences and business outcomes.

WORK EXPERIENCE

Regional Customer Experience Project Manager | Data Analyst

HILTI Regional Services   2023 - Present   Panama City, Panama

- Leading strategic initiatives to enhance customer satisfaction across multiple markets, ensuring alignment with corporate objectives.
- Managing a Data Quality project with over 50 stakeholders in Latin America, improving SAP data fields to streamline processes and enhance the customer experience.
- Overseeing logistics KPIs and automating dashboards to deliver real-time insights, improving decision-making and operational efficiency across the organization.
- Utilizing agile and lean methodologies to manage projects, focus on ROI measurement, and ensure cross-functional team compliance.
- **Key Achievement:** Developing an ETL process using Python and SQL to extract data from SAP and deliver real-time insights through Power BI dashboards.

Regional eCommerce Expert | Marketing Data Analyst

HILTI Regional Services   2021 - 2023   Panama City, Panama

- Led eCommerce strategies across six Latin American countries, acting as the SPOC for Global Product Owners and driving digital adoption.
- Managed digital projects with JIRA, improving customer e-Commerce experience through the implementation of new features.
- Developed and tested automated marketing campaigns, boosting digital sales via marketing automation.
- Created data dashboards using SQL, Power BI, SAP BW, and Google Analytics to support data-driven business decisions.
- **Key Achievement:** 80% growth with new users and 40% growth with service orders share, positioning Latin America as the top region globally in registrations.

Software Filed Specialist

HILTI Chile   2018 - 2021   Santiago, Chile

- Led construction software implementation across four key management areas, improving operational efficiency through digital solutions.
- Managed digital transformation projects, boosting job site productivity and reducing operational costs.
- Analyzed client needs to calculate ROI and delivered tailored software solutions to meet business objectives.
- Ensured smooth software adoption through project management, training, and ongoing support, maximizing efficiency and effectiveness.
- **Key Achievement:** Applied lean methodologies to streamline workflows, resulting in over USD $100K in savings for clients by optimizing processes and reducing operational inefficiencies.

Sales Director

Comunidad Feliz   2017 - 2018   Santiago, Chile

- Managed sales pipelines and CRM systems to acquire new users and build long-term client relationships.
- Applied effective sales strategies, contributing to platform adoption and meeting overall business goals.
- Collaborated with cross-functional teams to optimize client experience and maximize customer retention.
- Demonstrated strong influencing and negotiation skills, fostering strategic partnerships and increasing customer satisfaction.
- **Key Achievement:** Led sales efforts, consistently achieving targets for key clients with annual subscriptions and driving revenue growth.

Partnerships Development Manager

UBER SpA   2016 - 2017   Santiago, Chile

- Led a team of 5 to build strategic partnerships, enhancing brand visibility and driving user acquisition.
- Secured high-profile event partnerships, increasing brand recognition and engagement.
- Managed business relationships, event planning, and promotional campaigns to boost user interaction and retention.
- Led the university ambassador program, successfully attracting new users through targeted initiatives and social media promotions.
- **Key Achievement:** Developed and implemented marketing strategies, generating over 10,000 new users for the platform.

EDUCATION

Bachelor of Business Administrator

Universidad Central de Chile   2022 - 2024   Santiago, Chile

Ingeniería Comercial

Universidad Técnica Federico Santa María   2012 - 2016   Santiago, Chile

LANGUAGES

Spanish   Native or Bilingual Proficiency   **English**   Full professional proficiency

CERTIFICATES | COURSES

Introduction to Data Analytics   **Data Visualization with Python**   **AI Introduction**

Meta | 2024   Platzi | 2024   Platzi | 2024

Get started with Python   **Google Cloud Digital Leader Training**   **Data Work environment**

Google | 2024   Google Cloud | 2023   Platzi | 2023

SKILLS

Technical

SQL, Python, Power BI, Pandas, NumPy, Seaborn, Matplotlib, Git, GitHub, Tableau, SQL Server, PostgreSQL, JIRA, Confluence, SAP, Sales Force, Google Analytics, Microsoft Office 365, Google Workspace.

Business & Soft skills

Decision-making, Analytical thinking, Project management, People management, Problem solving, Business strategy, Agile, Lean, Teamwork, Leadership , Strategic communication, Time management, Adaptability, Self-learning, Customer orientation.