

# Juan E. Serna Vega

## Curriculum Vitae

Medellin, Col  
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📁 [jn.serna.github.io](https://github.com/jnserna)  
🌐 [jsernav](#)  
🌐 [jnserna](#)



### Education

- Apr 2021 - Unfinished **MSc in Systems Engineering**, *National University of Colombia campus Medellin*.  
Aug 2016 - Sep 2017 **Certificate in Financial Engineering**, *National University of Colombia campus Medellin*.  
Jan 2009 - Apr 2014 **BSc in Engineering Management**, *National University of Colombia campus Medellin*.

### Professional Experience

#### Industry

- Jul 2024 – present **Revenue Operations Specialist**, *Faye Digital*, Remote.  
  - Operation of the revenue analytics framework. Deliver insights on key metrics (ARR, MRR, customer lifetime value, retention).
  - Develop and maintain dashboards to provide insights for sales pipeline management.
  - Help CRM admins in configuration and improvements on the CRM, ensuring proper usability and integration.
  - Collaborate with Sales and Marketing to ensure data integrity in the CRM, facilitating lead-to-customer conversion tracking and other key metrics.
- Aug 2022 – Jun 2023 **Sales Operations Lead**, *Ubids Learning*, Remote.  
  - Identification of risks and opportunities in the commercial operation and GTM strategy, looking for a better performance of the Sales team. Establish objectives and assure best practices to enable or improving sales monitoring and forecasting capabilities.
  - Develop and deliver visualizations allowing engagement of business partners in an efficient Sales Pipeline Management.
  - Calculate the variable compensation of the commercial team.
- Oct 2021 - Jul 2022 **Sales Operations Lead**, *La Haus*, Medellín.  
  - Help define growth strategy and turn it into operating plans, having clear and measurable targets. Build key analyses and reports to enable faster senior-level decision making.
  - Performance analysis on regional sales and marketing teams.
- Jan 2021 - Sep 2021 **Business Intelligence Lead**, *Dyna*, Medellín.  
  - Lead the BI team to develop analytic capabilities within the company. Collaborate with IT and Sales teams on data quality and DBMS issues.
  - Strengthening of using data for decision making across corporate areas. Education and engaging of biz partners as owners on KPI's.
- Dec 2016 - May 2020 **Commercial Planning Analyst**, *Ternium*, Medellín.  
  - Profitability analysis (products and business units). Client segmentation strategy. CapEx planning for PP&E.
  - Lead planning and execution of a 1-year commercial improvement project, where 50% of the Commercial Department processes were redesigned, and an on-premise CRM platform was adopted.
- Mar 2016 - Nov 2016 **Steel Procurement Analyst**, *Ternium*, Medellín.  
  - Purchasing of steel products (1 million USD per month) in Colombia and abroad. Participation in pricing strategy. Monitoring Steel prices over the most important markets worldwide.
  - Negotiation of legal, commercial and technical agreements with steel suppliers (international). Control of stock shortfalls in managed products.
- Feb 2014 - Feb 2016 **Sales Operations Analyst**, *Ternium*, Medellín.  
  - Creation of dashboards for monitoring commercial KPI's on product sales results, stock levels and sales team performance.

## Academy

Jun 2021 - Sep 2021 **Academic Instructor**, *EAFIT University*, Sapiencia, Medellin.  
Course: Introduction to Data Science (Python) [48 h].  
Basic contents of statistics and machine learning.  
[Detailed repository.](#)

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## Other Studies

Feb 2021 - Jun 2021 **Digital Marketing**, *EAFIT University*.  
Aug 2020 - Jun 2021 **Data Science**, *Acámica - Digital House*.  
May 2019 - Jul 2019 **US History and Academic English Coursework**, *University of Southern California (USC)*.

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## Tech Skills

OS MS office suite (advanced Excel + basic Access). Google suite  
Programming Python (intermediate), R (basic).  
Visualization Power BI (and Fabric), Tableau (basic), Data Studio - Looker (Intermediate).  
CRM Salesforce, HubSpot, Sugar.  
Otros SQL (intermediate), HTML - CSS (basic)  
Familiar with GitHub, Docker, LaTeX.  
ERP SAP, Siesa.

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## Languages

Spanish Native  
English Professional working proficiency - C1  
German Basic

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## Certifications

Nov 2020 Ágile Methodologies - Certified SCRUM Master. Credential 74532125555910. International SCRUM Institute.

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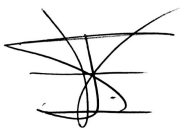
## Volunteer and Awards

Jun 2019 - Aug 2019 **Business Development**, *eTruism*, Los Ángeles, CA,  
Creation of relationships, communication and dialogue with donors, charities, and community partners in LA to bring in or re-direct donations and identify collaboration in events.  
Global Business Award granted by more than 60 colleagues of the global training program Young Professionals  
Vision 2017 Ternium, Monterrey Mex 2017.

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## Online content and repositories

Academy DS Basic. Basic contents of statistics and machine learning. [See Repo.](#)  
Web Application Web scraping (using Flask) for a local ecommerce website. [See Repo.](#)  
Dashboards + API Public Dashboards using open APIs. [See Dashboards.](#)  
GitHub [Public repositories.](#)



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Juan Esteban Serna Vega