Juan E. Serna Vega

Curriculum Vitae

Medellin, Col
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Education

Apr 2021 - Unfinished	**MSc in Systems Engineering**, *Universidad Nacional sede Medellín*.
Aug 2016 - Sep 2017	**Certificate in Financial Engineering**, *Universidad Nacional sede Medellín*.
Jan 2009 - Apr 2014	**BSc in Engineering Management**, *Universidad Nacional sede Medellín*.

Professional Experience

Industry

Jul 2024 – present — **Revenue Operations Specialist**, *Faye Digital*, Remote.
- Best Practices Implementation: Implementing and enforcing best practices to enhance operational efficiency.
- Strategic Initiatives: Successful track record of driving revenue growth through strategic operational initiatives.
- Solutions for Sales team: Ability to provide tailored solutions and support to sales team, optimizing their performance

Aug 2022 – Jun 2023 — **Sales Operations Lead**, *Ubits 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**, *Universidad EAFIT - Sapiencia*, Medellín. Course: Introduction to Data Science (Python) [48 h]. Basic contents of statistics and machine learning. Detailed repository.

Other Studies

Oct 2022 - May 2023	**Full Stack Development [In progress]**, *Digital house*.
Feb 2021 - Jun 2021	**Digital Marketing**, *Universidad EAFIT*.
Aug 2020 - Jun 2021	**Data Science**, *Acámica*.
May 2019 - Jul 2019	**US History and Academic English Coursework**, *University of Southern California (USC)*.

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.

Languages

Spanish	Native
English	Professional working proficiency - C1
German	Basic

Certifications

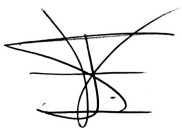|	
Nov 2020	Ágile Methodologies - Certified SCRUM Master. Credential 74532125555910. International SCRUM Institute.

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 community events.
Global Business Vision 2017	Award granted by more than 60 colleagues of the global training program Young Professionals Ternium, Monterrery Mex 2017.

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.
Web Application	Web scraping 2 (using Flask) for a local ecommerce website. See Repo.

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