Juan E. Serna Vega

Curriculum Vitae

Medellin, Col
℘ +(57) 310 541 13 07
✉ jn.serna@gmail.com
🖳 jnserna.github.io
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🌐 jnserna

Education

Apr 2021 - Sep 2021	**(c) MSc in Systems Engineering (1/4)**, *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.
- Manage the corporate revenue analytics framework to provide strategic insight.
- Deliver insights on sales pipeline management and key metrics (ARR, MRR, retention).
- Collaborate with Sales, Marketing and Finance to ensure data integrity and proper usability of CRM & ERP, enabling accurate tracking of lead-to-customer conversion and other key metrics.
- Automate RevOps and back-office processes using AI-powered tools and workflow automation platforms to enhance efficiency and scalability.

Aug 2022 – Jun 2023 · **Sales Operations Lead**, *Ubits Learning*, Remote.
- Identified risks and opportunities within commercial operations and GTM strategy to improve sales team performance.
- Established objectives and implemented best practices to improve sales monitoring and forecasting.
- Developed and delivered visualizations to facilitate effective Sales Pipeline Management.
- Calculated quota attainment and variable compensation for the commercial team.

Oct 2021 - Jul 2022 · **Sales Operations Lead**, *La Haus*, Medellín.
- Defined growth strategies and translated them into actionable items with measurable targets.
- Built key analyses and reports to streamline senior-level decision-making.
- Conducted performance analysis on regional sales and marketing teams.

Jan 2021 - Sep 2021 · **Business Intelligence Lead**, *Dyna*, Medellín.
- Led the Business Intelligence team to enhance analytics capabilities within the organization.
- Worked closely with IT and Sales teams to ensure data quality and resolve DBMS-related issues.
- Promoted data-driven decision-making across corporate departments, fostering KPI ownership among business partners.

Dec 2016 - May 2020 · **Commercial Planning Analyst**, *Ternium*, Medellín.
- Conducted profitability analysis for business units while overseeing CapEx planning for PP&E.
- Developed customer segmentation strategies and territory planning initiatives.
- Led a 1 year-long Commercial Excellence project, redesigning 50% of the department's processes and implementing an on-premise CRM platform.

Mar 2016 - Nov 2016 · **Steel Procurement Analyst**, *Ternium*, Medellín.
- Managed steel purchases worth $1M per month across domestic and international markets.
- Monitored global steel prices and contributed to pricing strategy development.
- Negotiated legal, commercial, and technical agreements with international suppliers.
- Successfully reduced stock shortfalls in managed product lines.

Feb 2014 - Feb 2016 · **Sales Operations Analyst**, *Ternium*, Medellín.
- Designed dashboards to track commercial KPIs, including product sales performance, stock levels, and sales team efficiency.
- Worked on the implementation of a customer portal for orders tracking.
- Analyzed and calculated quota attainment and variable compensation for the commercial team.

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.

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)*.

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.
Other	SQL (intermediate), HTML - CSS (basic), AWS (basic), API's - REST.
Familiar with	GitHub, Docker, LaTex.
Workflows	n8n, Zapier.
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 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.
Dasboards + API	Public Dashboards using open APIs. See Dashboards.
GitHub	Public repositories.

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