

José Luis García Orobio

AUTOMATION ARCHITECT · MARKETING OPS

Mexico (Remote/Hybrid) | Immediate availability

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"I connect silos and turn static databases into automated revenue flows."

Profile Summary Automation architect focused on **Marketing Ops**. I design middleware and workflows that connect CRM, paid media, and fulfillment to remove operational friction. I combine **Python scripting, Make/Zapier** integrations, and **local-first** tooling (Raycast/MCP) to orchestrate reliable, measurable systems.

Performance & Security Audit

You Get (Employer)

Hybrid Agility

Black Box Tech

Deep Work Ethic

I Provide (The Stack)

I connect business needs with automation without bottlenecks.

Proprietary script library (Raycast/Python) to orchestrate processes 10x faster.

Operational documentation, metrics, and traceability in every flow.

Hybrid Identity Stack

Automation Ops Connected CRM and data flows. **Stack:** Make/Zapier, HubSpot, Salesforce, Webhooks.

Scripting & Middleware Local-first automation. **Stack:** Python, Bash/Zsh, Raycast/MCP, APIs.

Revenue Systems Marketing ops with ROAS visibility. **Stack:** Meta Ads, GA4, Looker Studio.

Professional Experience

Xpertasocial

GROWTH ENGINEER & FOUNDER

Mexico / Remote

Jan 2018 – Present

- Designed automations to synchronize CRM, campaigns, and catalogs using Python scripts.
- Built reporting flows and alerts for fast, performance-based decisions.
- Integrated Server-side GTM + CAPI to ensure conversion data integrity.

ONIBEX

MARKETING OPS ARCHITECT

Remote

Project-based

- Designed lead nurturing workflows connecting forms, CRM, and retargeting campaigns.
- Implemented automated lead validation and scoring to prioritize sales.

Owlowl

LIFECYCLE AUTOMATION CONSULTANT

Remote

Project-based

- Automated Klaviyo + Recharge flows for retention and revenue recovery.
- Behavior-based segmentation to lift LTV.

Technical Projects & Labs

- **Local-First Command Center:** Raycast + Python scripts to orchestrate tasks and assets in real time.
- **iOS Dev Environment (iSH/Vim/Git):** critical operations from mobile with synced repos.

Stack & Tooling

Automation Python (Scripting), Make.com, Zapier, Webhooks, APIs.

CRM & Lifecycle HubSpot, Salesforce, Klaviyo, Recharge, Lead Scoring.

Ops & Analytics Raycast/MCP, GA4, Looker Studio, Git, Bash/Zsh.

Links

- **Site:** xperta.social **GitHub:** github.com/lbaddass **LinkedIn:** [jlgarciaborobio](https://www.linkedin.com/in/jlgarciaorobio)
- **X:** x.com/lbaddassl **Facebook:** facebook.com/lbaddassl **Pinterest:** pinterest.com/lbaddassl