

Cesar Reyes

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Professional Summary

Analytical and results-driven professional with a BBA in Marketing and experience in Artificial Intelligence - AI model training and evaluation, CRM systems, and digital marketing analytics. Skilled in leveraging large language models (LLMs), Tableau, Python, and HubSpot to drive data-informed strategies, optimize lead pipelines, and enhance campaign performance. Proven success in training and refining AI outputs, coordinating digital operations, and supporting customer-facing initiatives. Bilingual in English, Spanish with strong communication, teamwork, and problem-solving skills across digital, and customer-focused environments.

Actively seeking full-time roles in [marketing analytics](#), [Artificial Intelligence AI operations](#), [Data analysis](#), or [digital sales strategy](#).

Education

Bachelor of Business Administration in Marketing | Sam Houston State University – Huntsville, TX | Graduated: August 2024

Professional Experience

Artificial Intelligence - Data Quality Strategist | Outlier AI | Remote | OCT 2024 – Present

- Provide structured AI Training that improved contributor performance and reinforced output quality. Completed 180+ Projects prompt engineering and evaluation tasks, rated 4.2/5 across 135 peer-reviewed tasks.
- Collaborated with multi-functional teams to optimize training data and reduce project error rates by 20%.
- Improved model output accuracy by 18% and reduced error rates by 22% through structured quality control and data normalization. Utilized tools like Jellyfish, LaTeX, JSON, Python, and wolfram Alpha to ensure data integrity and performance consistency.

Property & Marketing Manager | Refica Properties LLC | May 2024 – Present

- Managed end-to-end rental operations across several real-estate properties, including tenant screening, builder coordination, and timely rent collection. Oversaw digital marketing updates and vendor cost control to ensure operational efficiency.
- Coordinated with contractors, and service providers to oversee property maintenance, repairs, and procurement of services while optimizing costs.

Swim Instructor | Aqua-Tots | Aug 2019 – Sept 2022

- Delivered personalized swim instruction for babies and special needs students in a 1:4 setting.
- Built loyal client relationships through consistent communication and daily progress reports.
- Awarded 'Swims with Sharks' for excellence in adaptability and customer service.

Certifications

- Python for Data Science, AI & Development – IBM, July 2025
- Sales Fundamentals Introduction Training Course – Hyundai, July 2025
- AI Applications in People Management – University of Pennsylvania, Nov 2024
- AI Strategy and Governance – University of Pennsylvania, Nov 2024
- AI in Marketing & Finance – University of Pennsylvania, Nov 2024
- AI Fundamentals for Non-Data Scientists – University of Pennsylvania, Aug 2024
- Sales & CRM Overview – Salesforce, Aug 2024
- Data for Business Analyst Using Excel – Microsoft, Nov 2024
- Successful Negotiation – University of Michigan, Oct 2024
- Financial Markets – Yale University, Oct 2024
- Business Analysis Fundamentals – Microsoft, Aug 2024
- Project Management Fundamentals – Microsoft, Aug 2024

Skills

- **CRM & Sales Tools:** Salesforce, HubSpot, ServiceTitan
- **AI & Data Tools:** Python, Jellyfish, Claude, LaTeX, JSON, Tableau, Wolfram Alpha
- **Marketing & Analytics Tools:** Google Analytics, Canva, Hootsuite, Adobe Tag Manager, LinkedIn

- **Project Management:** Project Coordination, Campaign, Cross-Functional Collaboration, Workflow Optimization, Vendor Management, Deadline Tracking, Event Planning
- **Core Skills:** Lead Generation, Campaign Analysis, Client Relationship Building, Quality Assurance, Prompt Engineering
- **Languages:** English (Fluent), Spanish (Fluent), Italian (Working Proficiency)
- **Soft Skills:** Communication, Analytical Thinking, Competitive mindset, Adaptability, Client Relations

Other Experience

Marketing Consultant (Volunteer) | JSJ Electric | Sept 2024

- Increased B2C lead generation by 8% by launching targeted marketing strategies and using platforms like Thumbtack and Angi.
- Integrated digital tools such as Service Titan to enhance customer retention and review automation workflows.

Project Manager Lead, Post-COVID Student Reintegration | SHSU | Dec 2022 – Jan 2023

- Led marketing and outreach campaigns to reengage 60+ students, increasing participation by 30% within three weeks.
- Coordinated event planning and managed volunteers, resulting in a 90% satisfaction rate

Co-Founder | AskBot.Chat (AI Chatbot Web page) | Remote | Nov 2023 – Aug 2024

- Actively participated in the design and content creation of an AI chatbot webpage, collaborating closely with developers to align UX/UI with technical capabilities.
- Conducted research on LLM applications and chatbot functionality to enhance platform value and user experience.
- Offered technical feedback and continuous iteration improvements for platform development and visual design.

Participant | Baker Hughes Field Days (Artificial Lift) | Claremore, OK | Dec 2023

- Immersed in ESP pump manufacturing, supply chain, and R&D processes over 4 days of site visits and technical briefings.
- Engaged with oil production experts to understand energy sector value chains and the role of ESP in global markets.
- Explored sustainability initiatives and the technological evolution of artificial lift systems.

Private Music Tutor | Huntsville TX | Part-Time Aug 2022 – May 2024

- Delivered individualized instruction in guitar, piano, and drums; created personalized lesson plans for beginner and intermediate students.
- Demonstrated time management, creativity, and coaching skills while supporting student progress.