

Alex Castro

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Sales professional with 14+ years of proven success in B2B/B2C environments, specializing in SDR/BDR roles and consistently exceeding targets. Achieved up to 70% appointment-to-sale conversion rates. Strong technical foundation in IT support, network configuration, and system troubleshooting, enabling me to bridge the gap between technical solutions and business needs. Developed automation tools generating \$30,000+ annual savings across teams by streamlining workflows and eliminating repetitive processes. Bilingual in English and Spanish with experience leveraging AI and emerging technologies to drive productivity and deliver measurable results.

SKILLS

Technical

Python, Web Development, Network Configuration, Data Recovery, Remote Technical Support

Communication

Ability to explain complex technical concepts to non-technical audiences. Proficient in sales frameworks like BANT and MEDDIC, with expertise in persuasion techniques to achieve desired results in sales conversations.

Software

GoHighLevel, Microsoft Office Suite, Google Suite, Adobe Creative Suite (Photoshop, After Effects, Premiere), Canva

AI & Automation

ChatGPT, Claude, Gemini, Make, n8n, HuggingFace, ComfyUi, Cursor, Claude Code, AugmentCode, Ideogram, VEO3, Flux, among many other tools

Professional Development

Self-directed learner with strong adaptability to emerging technologies. Proactive in identifying skill gaps and pursuing continuous improvement. Committed to exceeding expectations and delivering high-quality results beyond baseline requirements.

WORK EXPERIENCE

BDR, Developer

Nov 2024 - Present

Repairlift

Medellín, Colombia

- ▶ In charge of contacting both hot and cold leads, qualifying them and consistently booking appointments month-to-month for our closers.
- ▶ Achieved exceptional conversion rates with the majority of booked appointments successfully converting to actual sales, demonstrating strong lead qualification and appointment setting effectiveness.
- ▶ Advanced to create tools for reporting for the company automations to some of our workflows.

Developer

Apr 2024 - Jul 2024

True BDC

Medellín, Colombia

- ▶ Developed custom tools that increased agent efficiency, company saw improvements of over 30% in lead response times, among other substantial benefits, like a more efficient way to handle MFA codes within a single platform.
- ▶ Automated repetitive tasks, maximizing agent call time and appointment generation.

EDUCATION

Chris Croft Sales Training

Udemy

Facebook Ads & Facebook Mastering Course

Udemy

The Complete Digital Marketing Course 12 in 1

Udemy

The Complete 2024 Web Development Bootcamp

Udemy

High School Diploma

Colegio Parroquial Nuestra Sra. de Chiquinquirá

Medellín, Colombia

Graduation Date: Dec 1994

INTERESTS

Sales, Virtual Assistant, Artificial Intelligence, Process Automation, Web Development, Data Analytics and Reporting

BDR, Developer

Jan 2023 - Apr 2024

Worldwide BDC

Medellín, Colombia

- ▶ Consistently exceeded performance targets by managing 250+ daily outbound calls and securing 15+ qualified appointments.
- ▶ Developed performance analysis tools and automated repetitive tasks, increasing agent efficiency by saving up to 40 minutes per agent shift.
- ▶ Evolved from BDR to developer after recognizing CRM limitations, then engineered and deployed custom solutions that streamlined workflows and boosted team-wide productivity.

Advertising Specialist

Jul 2022 - Oct 2023

BuenaSuerte/Good Lucky SAS

Medellín, Colombia

- ▶ Managed lead prospecting and client outreach for print and online advertising services.
- ▶ Consistently met monthly targets and doubled quota performance.

Manager/Data Recovery Expert

Aug 2018 - Oct 2019

Xtreme Hardware LAB

Medellín, Colombia

- ▶ Led a team of 7 technicians, overseeing device repairs, data recovery, and remote support
- ▶ Established the business as the city's primary resource for computer and gadget repairs.

Computer Technician/IT Specialist

Mar 2014 - Aug 2018

Xtreme Hardware

Medellín, Colombia

- ▶ Achieved a 90%+ repair rate for all devices, boosting customer satisfaction and retention
- ▶ Implemented and optimized network configurations for diverse clients, ranging from small businesses to individuals.
- ▶ Provided comprehensive on-site and remote technical support

PROJECT EXPERIENCE

Digital Marketing Consultant

Dec 2019 - Jan 2022

SuperJuegos Tienda, HDData Recovery

- ▶ Managed social media accounts and created Meta AD campaigns.
- ▶ Designed static and animated content for social media publications.
- ▶ Improved online visibility and customer engagement for both businesses.