

Nestor Pérez

Senior IT, Product & Marketing Consultant · AI-First Generalist

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Senior consultant with 11+ years across product, marketing, data, and IT, the last 4+ owning engagements end-to-end at a senior level under my own US consulting entity. I started in analyst and QA roles, moved into UX and product, and now run product, growth, and operations for US clients from roadmap to delivery to measured outcome. I write my own SQL, build the automations, and report directly to leadership. AI-first workflow across research, copy, code, and analytics. BSc in Engineering. Based in Bogotá (GMT-5), open to relocate.

EXPERIENCE

Senior Product Manager, Marketing & Operations (Consultant) | TAP Consulting Services LLC

January 2023 - Present | Doral, Florida, United States (Remote)

- Partnered with leadership to define product roadmaps, requirements, and strategic initiatives aligned to growth and operational goals.
- Led cross-functional projects across product, tech, and marketing, delivering end-to-end solutions for CRM workflows, revenue operations, and IT integrations.
- Designed and deployed automations across CRM and marketing platforms (HubSpot, Klaviyo, Brevo, SendGrid, n8n, Zapier, Make), improving lead attribution, campaign efficiency, and retention.
- Directed analytics initiatives: validated KPIs and built reporting dashboards (GA4, Looker, SQL, Python), enabling data-driven decisions at scale.
- Embedded AI workflows (Claude, ChatGPT, Gemini, OpenAI, NotebookLLM) across research, copy, code, and analytics, bridging business, marketing, and IT operations to unlock efficiency and revenue.

Marketing Specialist (Consultant) | Paktolus | December 2023 - Present | Miami, Florida (Remote)

- Ran high-volume email and lifecycle marketing, delivering over 60M emails in 2024 for global brands with strong deliverability and engagement.
- Built tailored strategies integrating storytelling, segmentation, and automation to lift open and click-through rates and improve ROI.
- Conducted research and data analysis to guide product positioning, customer targeting, and performance optimization.
- Ran A/B tests and built cohort and funnel queries to separate real signal from noise across messy, inconsistent client instrumentation, and translated it into projections and roadmap inputs.
- Collaborated with product and IT teams across fintech, insurtech, luxury retail, and automotive, combining marketing execution with technical and data expertise.
- bolttech.io (\$2B valuation): research, marketing, and product strategy.
- Sotheby's Motorsport (\$30M sales): segmentation, deliverability, and ROI across 60M emails delivered in 2024.
- Edward Beiner (\$1M ARR, luxury retail): conversion analytics, lifecycle, and IT operations.

Product Manager (Consultant), progressed from Technical Support and Product Analyst | Bootic, later Bolder | June 2021 - August 2024 | Remote (Chile)

- Joined in support and grew into product over three years on a platform serving 1,000+ storefronts at 99.9% uptime; rebranded from Bootic to Bolder during my tenure.
- Personally supported and worked on 300+ storefronts across operations, feature delivery, and UX.
- Integrated and validated payment and logistics APIs (Flow, Webpay/Transbank, Khipu, MercadoLibre, PedidosYa, courier APIs), verifying transactions and checkout end-to-end.
- Built tailored features and strategic UI/UX changes that lifted conversion and revenue.
- Designed and built UI components and themes for the platform and client storefronts.
- Ran onboarding, QA, and delivery for storefronts, several doing \$100K-200K/month in revenue.
- Selected clients: antumalal.net, liquidos.cl, Liqui.cl, Farmaciasknop.com; grew exoset.cl from ~\$7K to ~\$80K/month.

UX Analyst | Condor (All-Business Digital Marketing Agency) | Nov 2020 - Mar 2021 | Miami, FL

- Ran UX research, usability, and accessibility testing to turn client goals into concrete design and site improvements.
- Refactored WordPress and Elementor sites and built templates, mockups, and new page experiences across a variety of client briefs.
- Partnered with the development, design, and project management teams to deliver on client needs; produced banners and social/media assets.

QA Specialist, Reviewer & Transcriber | TranscribeMe | Sep 2016 - Oct 2019 | Oakland, CA (Remote)

- Transcribed and reviewed audio to strict accuracy and formatting standards, correcting other contributors' work as a QA reviewer.
- Held quality and turnaround targets across a high volume of files in a fully remote, self-managed workflow.
- Applied and helped enforce style and quality guidelines, an early foundation in QA discipline and attention to detail.

Analyst | Humanatic Official | Sep 2014 - Oct 2017 | Dallas, TX (Remote)

- Reviewed and categorized large volumes of recorded business calls, tagging outcomes and lead quality for client reporting.
- Maintained accuracy and consistency standards while working at speed in a remote, metrics-driven environment.
- Built early data-analysis and pattern-recognition habits that later shaped my analytics work.

Back Office Executive | Octomid VGT8 (Telefónica account) | Oct 2014 - Dec 2016 | Caracas, Venezuela

- Handled back-office payments and collections (cobranzas) for Telefónica postpaid mobile accounts, credit-based lines billed monthly rather than prepaid.
- Reviewed and helped resolve incidents and support tickets nationwide, keeping billing and account records accurate.
- Coordinated daily operations and record-keeping across teams to support customer accounts at national scale.

SKILLS

Product & Management: Product Management, roadmapping, discovery, prioritization, A/B testing, market research, operations and revenue ops, journey mapping, OKRs, Agile / Kanban.

Marketing & Data: Email & lifecycle marketing, deliverability, segmentation, SEO, performance marketing; Klaviyo, HubSpot, SendGrid, Brevo; GA4, Looker; SQL/PostgreSQL, Python; A/B testing.

Technical: React, Vue, Astro, JavaScript/TypeScript, HTML/CSS/Tailwind; WordPress, Shopify, Liquid; AWS, Git, REST APIs & integrations; payment integrations (Flow, Webpay, Khipu, MercadoLibre, PedidosYa); QA, accessibility, i18n.

AI & Tools: Claude, Claude Code, OpenAI, Gemini, NotebookLLM; n8n, Zapier, Make; Figma, Adobe Suite, Canva; Jira, Notion, Trello.

Languages: English (C2, EF SET certified), Spanish (Native).

EDUCATION & CERTIFICATIONS

BSc, Mechanical Engineering | Universidad Central de Venezuela | 2010 - 2013

Data Analysis with Python, FreeCodeCamp | 2025

Inside LVMH - Creation & Branding, Operations & Supply Chain | 2024

Finance, MITx MicroMasters (edX) | 2023 (Enrolled)

Georgia Tech Human-Computer Interaction Professional Certificate | 2022 (Enrolled)

EF SET Certificate C2 English; Certificates of Completion: HTML, CSS, JavaScript

Google Certifications: Analytics (GA4), Google Ads (Search, Display, Creative)

HubSpot Certifications: Email Marketing, Marketing Software, Inbound Marketing