Miguel Ángel Carretero

Marketing Operations & CRM Automation
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Marketing operations specialist with 2+ years in CRM workflows, lead management and agency operations for B2B and healthcare clients, including a year as a full-time remote contractor for a US-based company. Maps processes with the people who use them, then designs and tests automations and internal tools (HubSpot, Pipedrive, n8n, AI-assisted development) in small, verifiable steps.

EXPERIENCE

Aramis Agency

Marketing Operations & Automation Specialist | May 2025 – Present
Co-founded marketing agency | 14 healthcare, legal and political accounts

- Lead two colleagues in marketing and design, coordinating production, delivery and client communication across all accounts.
- Defined workflows and guided AI-assisted development of **Gestor Aramis**, an internal production tool built with React, TypeScript and Supabase and used daily by the whole team. Integrates Google Drive, MOV previews and automated email reminders, with the team reporting fewer missed handoffs and delays.
- Managed Meta Ads campaigns for healthcare clients; top campaigns reached under USD 5 per attributed patient and about USD 0.26 per WhatsApp conversation.
- Built client-specific GPT caption workflows from structured briefs and past content, used regularly across client accounts.

Soluntech

Marketing Assistant – Marketing & Sales Operations | Contractor, full-time, remote | Jan 2024 – Dec 2024
US-based B2B software agency

- Rebuilt RFP intake and follow-up, growing discovery calls from **0–2 to 10–12 per month**.
- Replaced screenshot-based RFP records with a searchable Google Sheets tracker and moved confirmed prospects into Pipedrive.
- Ran segmented outbound campaigns through Apollo and Snov.io, and customized Pipedrive fields, pipelines and dashboards with sales and product teams.
- Interviewed healthcare, automotive and education businesses to inform product and positioning decisions.

PROJECTS

- **Aramis LeadOps** (pilot): inbound workflow in n8n, HubSpot and OpenAI that turns a website inquiry into a CRM contact, an AI-assisted brief and a human review task. Defined CRM mapping, consent rules and duplicate handling; tested end to end.
- **Editorial Cockpit**: AI-assisted editorial MVP (Next.js, Prisma, PostgreSQL, OpenAI API). Defined the data model, three agent roles and human-in-the-loop review.
- **WhatsApp booking prototype:** functional appointment-booking workflow with n8n, Typebot, PostgreSQL and Google Calendar.

SKILLS

CRM & Automation: HubSpot, Pipedrive, n8n, Typebot, CRM workflow design, pipeline setup, lead management.
AI: AI-assisted development (OpenAI Codex, Claude, Gemini), structured prompting, custom GPTs, human-in-the-loop workflows.
Operations & Product: Process mapping, requirements definition, relational data modeling, workflow testing, production coordination.
Marketing & Tools: Meta Ads Manager, Apollo, Snov.io, customer discovery, Google Workspace, Jira.
Technical & Data: SQL, PostgreSQL, Python, Git, C++.

EDUCATION

University Programming Degree — Universidad Nacional de Tucumán | Expected Dec 2027
Bachelor's Degree in Marketing — Universidad del Norte Santo Tomás de Aquino | 2023
Competitive programming: TAP 2026 and ICPC regional participant
Languages: Spanish (native) | English (C1) | Portuguese (basic)