

Edy Rojas González

Implementation & Automation Engineer

Implementation Specialist with 2+ years of experience in CRM, automation (Zapier, n8n), technical support, and user training. Currently studying Computer Science and Systems Engineering, with skills in web development and functional database use. Quick to adapt, agile-driven, and always focused on delivering real, efficient solutions.

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WORK EXPERIENCE

Implementation Specialist

Conversión a Venta

01/2024 - Present

Guatemala, Guatemala

Achievements/Tasks

- Led the Implementation department, overseeing system monitoring, automation optimization, and kickoff sessions with clients and internal teams in 3+ countries (Colombia, Guatemala, etc.).
- Delivered more than 10 full CRM implementations, tailored to each client's requirements and sales workflows.
- Improved customer satisfaction by maintaining high service standards and fostering strong relationships with key accounts.
- Implemented the team's first SLA and a custom intake form, reducing request misrouting and improving ticket traceability.
- Contributed to the adoption of Scrum by providing support with automation strategies and technical insights.
- Supervised and mentored more than 3 interns, receiving positive feedback for leadership, clarity in training, and team integration.

Jr. Implementation Specialist

Conversión a Venta

12/2022 - 12/2023

Guatemala, Guatemala

Achievements/Tasks

- Resolved over 100 internal and client tickets involving CRM configuration, workflows, and automation issues.
- Monitored and maintained integrity across real-time automation flows, ensuring consistent performance in tools like Zapier and n8n.
- Diagnosed and fixed system errors, reducing downtime and manual intervention in daily operations.
- Supported internal teams by documenting workflows and helping onboard users to the automation platforms.

EDUCATION

Science and Systems Engineering

Universidad San Carlos de Guatemala, USAC

01/2023 - Present

Guatemala

High School Diploma in Science and Liberal Arts with a focus on Computer Science

Instituto de Estudios Avanzado de Occidente

01/2015 - 10/2016

Guatemala, Quetzaltenango

SKILLS

SCRUM Essentials

Effective Communication

Responsibility & Ownership

Team Collaboration

Client Training Experience

Problem Solving

Attention to Detail

Adaptability & Fast Learning

Task & Request Management

Asana & Workflow Tools

Postman & API Testing

Airtable, Glide, AppSheet

React / Next.js

Pipedrive CRM

Zapier / n8n / Make

ACHIEVEMENTS

Workflow Optimization & Automation Cost Reduction (12/2023 - 06/2024)

Reduced Zapier integration costs by 40% by optimizing workflows and migrating key automations to n8n and Hookdeck, while preserving performance and scalability.

Standardization of Automation Processes (01/2024 - Present)

Developed and implemented reusable workflows and automation standards using tools like Zapier, n8n, and Make, significantly increasing process efficiency across multiple client implementations.

SLA Development and Implementation (09/2024 - 10/2024)

Created and deployed the department's first Service Level Agreement (SLA), establishing clear response times and improving the quality of customer support operations.

Custom Request Management System (04/2024 - 05/2024)

Designed a custom internal/external form system to centralize and streamline task and request handling, increasing team coordination and service traceability.

Scrum Implementation Support (11/2024 - 12/2024)

Contributed technical and organizational expertise to support the transition to Scrum methodology, leveraging automation and my Scrum Essentials certification to enable smoother team adoption.

Internship Program Leadership (12/2024 - 02/2025)

Led and mentored a team of interns, receiving positive feedback on leadership and fostering motivation, learning, and alignment with company culture.

LANGUAGES

Español - Spanish

Native or Bilingual Proficiency

Ingles - English

Professional Working Proficiency