

CONTACTS

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LinkedIn Profile

SKILLS

Six Sigma Methodology
Teamwork
Data Analysis
Project Implementation
Leadership
Digital Marketing
KPI Management

RICARDO RODRIGUEZ

OPERATIONS MANAGER | DRIVING OPERATIONAL EXCELLENCE AND CUSTOMER SATISFACTION

ABOUT ME

Operations Manager with over 3 years of experience leading teams, optimizing processes, and improving results through data analysis, resource planning, and continuous improvement. I focus on creating collaborative work environments, driving team performance, and strengthening customer satisfaction through clear communication, effective coaching, and a results-oriented mindset. Lean Six Sigma certified, with knowledge of data strategy and digital marketing.

PROFESIONAL PROFILE

MARKETING OPERATIONS & AUTOMATION MANAGER

Liqui Moly El Salvador | Oct 2025 - Present
(Remote - El Salvador)

- Develop and execute integrated digital marketing, ecommerce, and sales strategies to drive lead generation, customer acquisition, and revenue growth across digital channels.
- Manage and optimize CRM processes, including lead management, customer segmentation, sales pipeline tracking, and customer lifecycle management to improve conversion and retention.
- Design and implement automated workflows for lead nurturing, customer follow-ups, marketing campaigns, and sales processes, reducing manual tasks and improving operational efficiency.
- Leverage AI-powered tools to support marketing content creation, campaign optimization, customer insights, and workflow automation.
- Coordinate ecommerce and marketplace operations, optimizing product listings, digital positioning, promotional campaigns, and customer conversion journeys.
- Analyze marketing and sales KPIs, CRM data, and customer behavior to identify opportunities, optimize sales funnels, and support data-driven business decisions.
- Integrate digital marketing, CRM, and automation initiatives to improve customer engagement, streamline internal processes, and strengthen alignment between marketing and sales operations.

OPERATIONS MANAGER

Conectys | May 2024 - Oct 2025 (On site - Portugal)

- I led Team Leaders and supported their development to ensure the achievement of objectives and KPIs.
- I managed the daily operation with a focus on analysis, coaching, and performance improvement.
- I worked closely with clients and internal teams to improve processes and strengthen customer satisfaction.
- I monitored reports, resources, and stakeholders to ensure an efficient operation aligned with project goals.

TEAM LEADER

Conectys | March 2023 - May 2024 (On site - Portugal)

- I assigned staffing coverage, resolved team issues, and provided support for daily operational needs.
- I oversaw training initiatives and supported team development to improve performance and productivity.
- I coordinated with internal departments and clients to address operational matters and ensure an efficient flow of information.
- I monitored performance, maintained updated records, and adjusted tools and processes in accordance with client requirements and ISO standards.

TOOLS

Microsoft Office
Notion
Google Workspace
CRMs (Salesforce, *Hubspot, Intercom, amoCRM)*

LANGUAGES

Spanish - Native
English - C2
Russian - B1
Portuguese - B1

PARTNERSHIP MANAGER LATAM

FBS Inc. | Feb 2022 - Nov 2022 (On site - Russia)

- I developed and maintained strategic relationships with current and potential partners to drive regional growth.
- I defined development strategies and coordinated marketing initiatives to strengthen the company's presence in the region.
- I identified business opportunities and distribution channels to support the expansion and positioning of the company's services.
- I represented the company across digital media, events, and promotional activities to build partnerships and generate new business opportunities.

SALES MANAGER

Novakid Inc. | May 2021 - Feb 2022 (On site - Russia)

- I managed the sales process for online English courses for children, guiding customers from the trial class through payment.
- I coordinated trial session scheduling and followed up on incoming requests to ensure timely and effective service.
- I provided customer support via chat, email, WhatsApp, and phone calls, ensuring compliance with processes and SLAs.
- I collaborated with teachers and supported promotional activities to strengthen the customer experience and drive sales conversions.

CUSTOMER SUPPORT AGENT

Karuna | July 2019 - April 2021 (On site - Russia)

- I responded to customer inquiries promptly and accurately via email and chat.
- I identified user needs and provided guidance on the use of features and products.
- I analyzed and reported technical issues, keeping internal databases updated with relevant information.
- I monitored complaints and feedback on social media to provide assistance and improve the customer experience.

B2B SALES MANAGER

OOO BOFT | June 2018 - July 2019 (On site - Russia)

- I drove the company's sales growth globally, with a focus on expanding the Latin American market.
- I developed and expanded the client portfolio by identifying and securing new business opportunities.
- I managed relationships with existing business partners to strengthen alliances and ensure their satisfaction.

STUDIES

MARKETING AND COMMERCIAL DIRECTION MASTER

EUDE University | October 2025 - Present (Online)

BACHELOR IN INTERNATIONAL BUSINESS WITH A MINOR IN MANAGEMENT

Peter the Great Saint Petersburg Polytechnic University | September 2018 - June 2022 (Saint Petersburg - Russia)

CERTIFICATIONS

CERTIFICATION OF SIX SIGMA BLACK BELT
AIGPE Academy | Feb 2025 ID ZZSSBB121146217

CERTIFICATION OF SIX SIGMA GREEN BELT
AIGPE Academy | Sept 2024 ID ZSSGB121153485

CERTIFICATION OF SIX SIGMA YELLOW BELT
AIGPE Academy | April 2024 ID ZSSYB121155851

MASTERING KEY PERFORMANCE INDICATORS (KPIS)
365 Data Science | Sept 2023

ADVANCED MICROSOFT EXCEL
365 Data Science | March 2023

DATA ANALYSIS WITH EXCEL PIVOT TABLES
365 Data Science | March 2023