Daniel Monterroso

OPERATIONS MANAGEMENT · B2B SALES · AI ARCHITECTURE

B.A. in Business Administration · Universidad del Valle de Guatemala (AVE-UVG) (in progress)

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PROFESSIONAL SUMMARY

Operations and CRM professional with 10+ years in operations management, B2B sales and public procurement (deals up to USD 300K). Founder of EvoNest, where I build and run HubSpot CRM pipelines, n8n automations and AI assistants for small businesses. Hands-on with HubSpot, n8n, Next.js, Supabase and Vercel. Spanish native, conversational English.

CASE STUDIES & FEATURED PROJECTS

FOUNDER & ARCHITECT

EvoNest (evonest.company)

Unified B2B system that connects fast websites, HubSpot CRM, WhatsApp API automation and automated performance and SEO QA.

✦ **100% lead traceability**

OPERATIONS MANAGER

Ultra-Clean GT — AI Platform

Operational leadership and implementation of the corporate landing page (Vercel, Supabase, HubSpot) and integration of AI agents for sales.

✦ **Deals > Q200,000**

B2G / GOVERNMENT

Guatecompras & Public Tenders

Tracking of public tenders, direct purchases, quotations, open contracts and executive negotiation with state institutions.

✦ **Deals up to USD 300,000**

PROFESSIONAL EXPERIENCE

Operations Manager — Ultra-Clean GT — Nov 2025 - Present

- Coordination of multidisciplinary teams, overseeing project progress and compliance with objectives, deadlines and quality standards.
- Commercial and administrative leadership, integrating sales, customer service and pipeline management processes in HubSpot CRM.
- Design and implementation of the corporate landing page using Vercel, Supabase, GitHub and HubSpot.
- Development and integration of artificial intelligence agents (Claude, Gemini, ChatGPT) for operational automation.
- Direct participation in closing B2B commercial contracts above Q200,000.

Founder & Digital Architecture Consultant — EvoNest (evonest.company) — 2025 - Present

- Design and implementation of B2B commercial architecture unifying web development, HubSpot CRM and WhatsApp API automation.
- Pre-deployment quality audits evaluating performance, speed, accessibility and technical SEO.
- Coordination of the ecosystem network of business partners (Nests) in security, finance, legal and industrial services.

Transportation Assistant, Office of the Rector — Universidad Panamericana (UPANA) — Jan 2023 - Oct 2025

- Coordination of institutional transportation logistics and operations for the Rector's Office and university authorities, ensuring routes and schedules.
- Management of resources, preventive fleet maintenance and scheduling of transportation units.
- Development of organization and control processes that increased the area's operational efficiency.

CRM Support & Customer Experience (CX) — Tigo Guatemala / Alorica (Amazon.es) — 2020 - 2023

- Direct customer service and technical support for telecommunications customers at Tigo Guatemala, meeting time and satisfaction KPIs.
- International Spanish-language support for the Amazon.es platform (Alorica), handling orders, logistics and claims at high volume.
- Expert omnichannel handling of CRM and Help Desk systems (Zendesk, AS400), calls, chat and email.

Logistics Operations & Regional Training — Transportes Montesa / Samsung Guatemala — 2016 - 2019

- Planning and coordination of logistics routes, purchasing, suppliers and fleet maintenance at Transportes Montesa.
- Trained 50+ sales representatives nationwide on product launches and POP display audits at Samsung.

Early Operations and Sales Career (2012 – 2016)

Sulfatos de Guatemala, S.A. (Transportation and Warehouse Lead) · DIGITEX · Prevent Security Systems · Endless. Inventory and warehouse management, purchasing, transportation routes, alarm monitoring and point-of-sale promotion.

SKILLS MATRIX & TECH STACK

Sales & Business Development	B2B/B2C Sales · Deals USD 300K / Q200K+ · Prospecting & Pipeline · Executive Negotiation
Operations & Logistics	Team Supervision (15 people) · Fleet Control · Inventory & Warehouse · Purchasing Management
Guatecompras & B2G	Public Tenders · Open Contracts · Direct Purchase · Government Quotations
CRM & AI Automation	HubSpot CRM · Zoho CRM · WhatsApp API · Claude (Code/Agents) · Gemini · ChatGPT · n8n
Web Development & Cloud	Next.js / React · Vercel · Supabase · PostgreSQL · Python · Git / GitHub · Linux

EDUCATION, CERTIFICATIONS & LANGUAGES

Education

- B.A. in Business Administration (AVE Program) (in progress) — Universidad del Valle de Guatemala (UVG)
- High School Diploma in Sciences and Letters — Colegio Ciudad Vieja (2011 – 2012)

Certifications

- AI Development · Digital Marketing · Ethical Hacking — BIG School (2026)
- Computer Hardware Basics — Cisco Networking Academy (2024)
- Advanced Excel, Pivot Tables & Power BI — Guatemalan Chamber of Industry

Languages

- Spanish: Native (executive negotiation, public tenders and institutional presentations)
- English: Advanced technical/commercial reading and written B2B communication (B1/B2)