Bautista Tolloni

CRM & Marketing Automation Specialist

Villa Allende, Córdoba, Argentina (GMT-3) | Remote | Available immediately
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PROFESSIONAL SUMMARY

CRM and marketing automation specialist. For two years I implemented and administered CRMs, built the automations that feed them, and ran email and B2B outbound for several accounts in parallel at a Barcelona agency. I set up **50+ sending domains** (SPF, DKIM, DMARC, warm-up), which improved campaign open rates, and wrote subject lines and email copy. I am now building Nesvir, my own SaaS, with lead capture, a CRM and automated email on an authenticated domain.

CORE SKILLS

CRM implementation & administration · Marketing automation · Integrations & lead routing · Contact segmentation · Email marketing & automated flows · Email deliverability (SPF, DKIM, DMARC) · B2B outreach · Reporting & KPIs

PROFESSIONAL EXPERIENCE

CRM & Marketing Automation Specialist – Ranking Online *Aug 2024 – Sep 2026 | Barcelona, Spain (remote)*

B2B digital marketing agency. Several accounts in parallel, each with its own stack, domain and customer journey.

- Implemented and administered CRM instances in GoHighLevel, Zoho CRM and Bitrix24 from scratch: web forms, sales pipelines, calendar tooling and lead routing.
- Integrated inbound leads from Meta Ads and Google Ads into client CRMs, keeping the data clean, segmented and usable.
- Built and segmented prospect databases with Linked Helper and LinkedIn Sales Navigator using advanced filters, and automated B2B outreach on top of them: personalised invitations, segmented sequences and reply tracking.
- Used Clay to find and append email addresses to prospect databases, and built n8n automations to scale CRM processes.
- Maintained the marketing and sales databases: segmentation, tagging, filtering and contact cleaning, which improved data quality and the precision of every send.

Email Marketing & Lifecycle Specialist – Ranking Online *Aug 2025 – Sep 2026 | Barcelona, Spain (remote)*

- Set up and maintained the sending infrastructure for **50+ client domains** — DNS records, SPF, DKIM, DMARC, domain warm-up and sender reputation — improving deliverability and campaign open rates.
- Wrote the copy and ran multi-step B2B outbound sequences at scale in Snov.io, with subject-line variants at every send to lift opens and replies.
- Designed and shipped automated flows — welcome, nurturing, re-engagement and win-back — in Mailchimp, Doppler, Snov.io, GoHighLevel, Zoho Automation and Zoho Campaigns, mapped to each client's customer journey.
- Designed and hand-built HTML newsletters and email templates, and ran A/B testing on subject lines, content and send timing.

Customer Service Agent – CRM – Bezza (formerly TACA TACA), fintech *Apr 2023 – Jun 2024 | Córdoba, Argentina (remote)*

- Owned three core customer-journey processes — onboarding, activation and reactivation: guiding new users from first contact and winning back those who had stopped engaging with the service.
- Managed the customer lifecycle in Microsoft Dynamics 365: segmented and tracked a large customer portfolio by stage and status.

PROJECTS

Nesvir — own SaaS, in production *nesvir.com*

- Built end to end, from product to code, a SaaS that documents company processes as a written guide and a diagram.
- Built the full lead-capture funnel: demo form with validation and abuse limits, a Supabase database with row-level security, and an in-house CRM with a stage-based Kanban board, deal value, next action and automatic activity history.
- Set up transactional email on the company domain with Resend — automatic reply to the contact and internal alert on every request — with SPF, DKIM and DMARC (p=quarantine) aligned and verified with real sends.

MotorTech (Toyota Colombia) — WhatsApp bot with intent-based routing *technical case · flow published*

- Designed and built a Flow Builder flow that detects user intent from the first message and routes it to Sales or Aftersales, with an AI component grounded in a knowledge base so it answers on models and pricing without hallucinating.
- Integrated the flow with the CRM over API — token, contact lookup by email as unique identifier and creation when absent — and pushed workshop bookings to Google Sheets via webhook, one row per appointment.

EDUCATION

Universidad Siglo 21 *2020 – 2024 | Córdoba, Argentina*

BSc Marketing · BSc Business Administration

CERTIFICATIONS

Email Marketing (HubSpot Academy, 2026) · HubSpot Marketing Hub (2026) · Inbound Marketing (HubSpot, 2026) · Klaviyo Product Certificate (2025) · Product Management (Siglo 21) · Business Analytics (Coderhouse, 2025) · Power BI (Coderhouse, 2023) · Customer Experience (Coderhouse, 2023) · Google Digital Marketing Fundamentals

TOOLS & TECHNOLOGIES

Deliverability: DNS · SPF · DKIM · DMARC · BIMI · domain warm-up and sender reputation · inbox placement · list hygiene · suppression · bounce and complaint monitoring · GDPR. **Email & outreach:** Mailchimp · Doppler · Snov.io · Apollo.io · hand-built HTML/CSS email · A/B testing. **CRM:** GoHighLevel · Zoho CRM · Zoho Campaigns · Zoho Automation · Bitrix24 · Microsoft Dynamics 365. **Automation & database building:** n8n · Clay (email enrichment) · Linked Helper · LinkedIn Sales Navigator. **AI in practical workflows:** Claude · ChatGPT · Gemini · Perplexity. **Analytics:** Looker Studio · Power BI · GA4 · advanced Excel. Certified, no production use: HubSpot Marketing Hub, Klaviyo.

LANGUAGES

Spanish — native · English — B2