

César Mejía Medina

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Professional Summary

Revenue Operations and CRM professional with 4+ years of experience leading commercial automation strategies, data governance, and technology adoption across B2B and B2C organizations. HubSpot specialist with expertise in lead management, pipeline optimization, executive reporting, and cross-functional team leadership. Proven track record of driving conversion improvements, operational efficiency, and cost reduction.

Professional Experience

RevOps Manager

Grupo Upax | Oct 2024 - Present

- Increased lead-to-MQL conversion rate by +4% by implementing lead scoring and automation models, improving pipeline quality.
- Reduced MQL response and attribution time to under 2 hours, accelerating the sales cycle and increasing close probability.
- Lead CRM and automation strategy across 8 business units with a team of 5 and a \$150K USD budget, standardizing processes for 55 sales representatives.
- Designed reporting dashboards and forecasting models for C-level executives, increasing pipeline visibility and control.

CRM Administrator

Mundi | Apr 2024 - Oct 2024

- Implemented a data governance model that reduced duplication by 30% and eliminated 40K+ redundant records, enabling reliable pipeline automation.
- Built a digital channel for brokers with end-to-end pipeline visibility at zero cost, aligning external stakeholders with commercial operations and improving opportunity management.

Senior CRM Specialist

Xepelin | Dec 2022 - Apr 2024

- Led HubSpot governance and optimization across Marketing, Sales, and Data teams, executing a comprehensive audit of workflows, permissions, and data models.
- Reduced marketing contact volume by 70% through data governance best practices, achieving 30% savings vs. budgeted platform costs.
- Scaled CRM adoption from 3 to 8 active teams, centralizing commercial and marketing operations on a single platform with a 2-person team.

MarTech Lead

Vinte | Sep 2022 - Dec 2022

- Led accelerated nationwide HubSpot deployment across 14 marketing teams, implementing standardized lead management, automation, and access governance.
- Established CRM operational foundation, adoption framework, and scalability infrastructure in 3 months, unifying commercial management.

CRM Lead & SEO Content

Cinzel | Nov 2021 - Sep 2025

- Designed CRM and demand generation architecture, integrating acquisition sources, automation, and lead assignment under a scalable model focused on operational efficiency.
- Optimized automations and lead management processes, improving pipeline quality and traceability.
- Drove organic growth through technical SEO improvements and mobile-first website optimization.

Education

Bachelor's Degree in Business Relations

Instituto Politécnico Nacional (IPN) - ESCA Santo Tomás

2014 - 2019

Technical Competencies

CRM & Data

HubSpot (Marketing, Sales, Service, Content, Data Hub), Brevo, Looker

Automation & Integrations

Make (Integromat), Zapier, Webhooks, REST APIs

Management & Collaboration

Slack, Monday.com, Notion, Jira

Analytics & Reporting

Looker, HubSpot Reporting, Google Analytics

AI & Productivity

Claude, Gemini, ChatGPT

Methodologies

Revenue Operations (RevOps), Inbound Marketing, Growth Hacking, Data Governance

Certifications & Professional Development

HubSpot Academy

Client Management, Marketing Hub Software, Service Hub Software, Sales Hub Software, CMS Hub for Marketers, HubSpot Reporting, Frictionless Selling, Inbound Marketing

Platzi

Data Instrumentation for Business Decisions, Digital Transformation, Growth for Startups, Brand Storytelling, Content Marketing, Community Management

Product Hackers

Growth Hacking