

Oscar Tellez

MarTech Developer | AI, Automation & Data

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PROFILE

Martech Developer / Sales Engineer building data pipelines, API integrations and internal tools with Python, JavaScript and Google Cloud. Combines hands-on MarTech engineering with sales and operations experience to turn manual processes into automated workflows. Experience includes Google Apps Script development, cloud infrastructure, analytics and AI agent workflows.

TECHNICAL SKILLS

Development Python, JavaScript, Node.js, SQL, Google Apps Script, HTML and CSS

Cloud and data Google Cloud Platform (GCP), BigQuery, Data pipelines, web scraping, data cleaning and enrichment, REST APIs, Looker Studio, Google Sheets + Apps Script

Automation and AI CRM/ERP & Klaviyo integrations, n8n, GenAI, local models, AI agents and GenAI workflows

PROFESSIONAL EXPERIENCE

Developer & Delegate Activation Manager | Google via Algomarketing

May 2026 - Present | Lisbon, Portugal | Hybrid

- Build and maintain Apps Script workflows and data pipelines to transform, validate and synchronize event and attendee data across internal systems, including AI and agentic process automation.
- Develop lightweight web applications and utilities to improve internal processes; create reports and data insights for event planning and execution.
- Manage event audience and registration workflows, maintain data accuracy, coordinate requirements and implement email designs in HTML.

Marketing Automation Developer | Growth Horizon

Dec 2024 - May 2026 | Remote

- Built custom Klaviyo integrations for Lightspeed, Mijnwebwinkel and Logic4, synchronizing large data volumes for event-driven email marketing and implementing client-side event tracking.
- Built sales intelligence workflows covering 40,000+ European e-commerce sites, cleaning, enriching and structuring scraped data for targeted outbound activity.
- Deployed and maintained automations on Google Cloud; implemented CRM/ERP workflows and a custom softphone integration to support lead flow and data consistency.
- Built an internal operations web app for onboarding, invoicing and revenue tracking, with Klaviyo ingestion, client-specific pricing, PDF invoices, email templates and Gmail drafts.
- Developed a Klaviyo analytics dashboard with revenue, attributed revenue, click-rate and open-rate KPIs, plus a chatbot interface for querying performance data.
- Managed web operations and third-party integrations; oversaw a Reloadify extension for OpenCart 3.x, audited Google and Meta Ads, and prototyped GenAI workflows with local models and APIs.

Business Development Representative | PriceShape

May 2024 - May 2025 | Remote

- Generated appointments across Northern Europe and Spain in English and Spanish, using outreach performance data to refine email sequences and follow-up.
- Built Looker Studio dashboards for no-shows and hit rate by lead quality; added reporting on re-engagement opportunities and maintained prospect data through cleansing and deduplication.
- Automated softphone reporting for lead forecasting, saving an estimated four months of manual QA according to the COO.

Self-employed and freelance | Hospitality, Real Estate and Digital Marketing

Apr 2022 - Apr 2024

- Co-owned Lofty Bistro & Drinks in Thailand, managing bookkeeping, budgets, payroll and front-of-house operations; created campaigns, menus and digital media.

- Provided freelance digital marketing consulting for small businesses and promoted real estate through photography, video and digital platforms.

Digital Marketing Strategist | Accedo Digital, Accedo Technologies

Jul 2019 – Jan 2020

- Managed campaigns for US businesses, improved conversion rates, built B2B partnerships and delivered performance reporting and client communications.

Owner / Business Manager | Aquasol Perforaciones de Pozos

Apr 2017 – Feb 2020

- Led marketing, sales, project supervision and financial management for a water-well drilling business; conducted electrical resistivity studies to assess drilling feasibility.

PPC Strategist | White Shark Media

Jun 2016 – Jan 2017

- Managed paid-search campaigns for US clients, focusing on conversions and acquisition costs, with regular performance reporting and client communications.

Procurement & Center of Excellence Analyst | Cargill

Mar 2015 – Jun 2016

- Led tendering processes and coordinated delivery of goods and services. Managed supplier administration, budgeting, KPI tracking and departmental systems.
- Created Excel reports and dashboards for decision-making; led the digitization of contracts and SOPs to prepare for the transition from JD Edwards to SAP.

EDUCATION

Master of Management in Agribusiness, Merit

Lincoln University, New Zealand | 2020 – 2021

Bachelor of Science in Finance

Universidad Americana, Nicaragua | 2011 – 2015

CERTIFICATES

Agentic AI; Generative AI Leader Certification; Gemini for Google Cloud Learning Path; Learn Go (lang) Course; BigQuery for Data Analysts; Creating Business Value with Data and Looker; Applied Data Science Lab; Computer Science Career Path; Google Advanced Data Analytics Certificate; AI for Good; Data Analyst Professional Certification.

LANGUAGES

Spanish: native | English: fluent (C1) | Portuguese: learning

FEATURED PROJECTS

Sales-call transcription and AI agent system

- Created a call transcription workflow that fetches call recordings from softphone and transcribes them locally using Whisper AI (open source) + speaker diarization + gemma 4 for summary and deployed remotely with the help of a Hermes agent.
- Connected a Hermes agent to the transcription database so users could ask natural-language questions about sales calls via telegram.

Agency Revenue OS | Full-Stack SaaS Development & AI Integration

Designed and developed a cloud-based agency management app that centralizes revenue operations, automates performance-based billing, and provides real-time business intelligence. Integrated Klaviyo, Gmail, and Adversus to consolidate marketing analytics, streamline invoicing and reporting, monitor sales activity, and track agency profitability. Built **Ozzie, an integrated agentic AI assistant** with access to operational and financial databases, system error logs, and executable tools, enabling users to query business data, troubleshoot issues, and perform actions such as generating invoices through natural-language commands.