

ALEXIS MURILLO

Revenue & Business Operations · Business Analysis · Finance

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PROFILE

Analytical, versatile profile in revenue and business operations. Foundation in Business Administration (UCAM, taught in English), training in investment management, and experience in sales channels, data and in-house tools built with AI. Entrepreneurial track record since 2018.

PROFESSIONAL EXPERIENCE

Head of Business & Revenue Operations

The Gula Corporation · Murcia · May 2026 – Aug 2026

- Self-taught, built with AI a **custom internal CRM** and a website with its own database to capture leads and promote sales channels, securing the first franchise leads without external consultancies.
- Kept platform management, dashboards and reporting running, along with supplier relationships (Revolut, CoverManager, agencies), aligning operations, technology, marketing and finance.

Marketing Director

The Gula Corporation · Murcia · Jul 2025 – May 2026

- Managed the **Glovo, Uber Eats and TheFork** sales channels: visibility, pricing and promotions, with direct meetings with their account directors.
- Built **sales dashboards** (daily, weekly and monthly) with reporting and visuals for management; analysed sales, pricing and competition, integrating AI.
- Defined marketing and growth strategies and coordinated marketing and photography agencies, Revolut and other suppliers; early on, also content and social media.

Internship — Business Plan · Cella Medical Solutions

Murcia · May 2025 – Jun 2025 · carried out in English

- Developed a business plan to assess the feasibility of a **jointly owned strategic consultancy** between Cella and Hospital Gregorio Marañón (Madrid), aimed at implementing 3D Planning Units in hospitals.
- Analysed the hospital market, the value of 3D printing and modelling in surgery, the regulatory framework (MDR, data protection, ISO 13485) and public procurement; defined the strategy, commercial plan, operating structure and **financial projections**.

Business Consultant (freelance) · Spacelink Tattoo Studio

Murcia · May 2025 – Jul 2025

- Structured and formalised the business, built the brand identity and identified growth opportunities.

ENTREPRENEURSHIP & SALES · PANAMA, 2018 – 2021

Founder · BuysumT *(Aug 2020 – Mar 2021)*

- With an Instagram following of over 5,000, invested in importing products from China to sell in Panama, taking advantage of gaps in the local postal service (shipping via a U.S. P.O. Box).
- Also offered a mailbox and online-shopping service (Shein, Romwe, Amazon, Alibaba) for a fee. Handled marketing, deliveries and negotiation, editing photo and video with Photoshop, Lightroom and DaVinci Resolve.

Sales Promoter & Coordinator · Paradise Peskito *(2018 – 2020)*

- Ran all advertising through personal social media (video and posts) and built and led a team of 7, handling delivery and customer communication directly, in competition with the other promoters.
- Second year: about USD 1,900 in personal commissions (10% per ticket) over a ticket-sales campaign of about 4 months.

EDUCATION

Bachelor of Business Administration (BBA, taught in English)

UCAM, Murcia · 2021 – 2025

Elected student representative in all 4 years of the degree. Faculty speaker at graduation.

Industrial Engineering (3 years completed)

Universidad Tecnológica de Panamá · 2019 – 2021

Transferred to Spain on a scholarship.

CERTIFICATIONS

Investment Management Specialization

University of Geneva / Coursera · 2024

Google Project Management

Google / Coursera · 2026

AI for Business: Generation & Prediction

Coursera · 2026

TOOLS

AI: Claude, ChatGPT, Perplexity, Grok, Kimi, Qwen, Higgsfield, Devin

Data & management: Supabase, HubSpot, Google Workspace, Microsoft 365, Nikalia, Revolut; Meta, Google, Uber Eats and Glovo dashboards

Web: VS Code, GitHub, WordPress, cPanel, Resend

Design & video: Photoshop, Lightroom, DaVinci Resolve, Canva

LANGUAGES

- **Spanish:** native
- **English:** professional (degree taught in English)

OTHER

- Panama National Basketball Team, U14–U15
- Panama U19 American football team, International Bowl (Dallas)
- Coach, Murcia Suns veterans (35+) team
- Writes literary fiction in Spanish