

Gabriel San Roman

gsanroman.com | www.linkedin.com/in/gsr567

PROFESSIONAL EXPERIENCE

Topstep Proprietary Futures Trading Firm (topstep.com)

Dania Beach, FL

Independently Contracted Futures Market Analyst

Dec 2024 – Present

- Developed and currently manage a fully automated, algorithmic futures trading strategy focused on intraday options open interest across the ES, NQ, and other futures markets. Strategy leverages real-time data scraping, local AI models, quick decision making, and adaptive risk controls integrated via Python, Alpaca, and various financial data feeds. Achieved Topstep Funded Trader™ status by passing rigorous Combine™ evaluation with strict drawdown limits and performance thresholds.

MASA Global (getmasa.com)

Plantation, FL

Product Leader, Business Process Manager, Marketing Operations Manager

Mar 2023 – Dec 2024

- Created scalable, automated sales and marketing processes that streamlined execution and surfaced actionable insights across ROI, pipeline performance, and key business metrics. Highlights include:
 - Independently developed automated solution using Google Apps Script with JavaScript and Google Places API to improve efficiency of internal marketing process for scheduling seminars in 28 states simultaneously in over 1000 different restaurants monthly. Newly developed infrastructure and process resulted in improving accuracy and speed of the monthly process during a period of rapid scaling.
 - Independently developed an automated process within customer retention team, providing real-time, data-driven analytics which were previously unavailable to the organization. The newfound insights enabled retention team to scale 5x in size over a 6 month period, retaining millions in revenue.
 - Spearheaded the launching of MASA's first official insurance product as Project Manager. My efforts in researching, organizing and managing cross-functional operations were essential in piloting MASA's launch into the final expense insurance industry, and set the foundation for the company's decision to significantly increase investment into the product line.

Other Key Initiatives and Impact:

- Developed a web-based tool for 28 state directors to easily create customizable templated marketing content within guidelines established by marketing team, enabling a more unified marketing experience for leads and existing customers.
- Created a Python script to automatically cross-reference new lead data with various internal databases, saving countless hours to build essential monthly reports for the board of directors.
- Built automated process using SharePoint, Power BI to manage marketing expenses / budgets, enabling robust insights on marketing spend, saving thousands in labor costs monthly and improved granularity of insights.
- Automated the process of notifying hundreds of sales agents their bi-weekly commissions emails regarding their member cancellations using Power Automate and various Microsoft tools, reducing administrative effort required to save a canceled membership.
- Developed suite of automated tools using, JavaScript, Power BI, and AI to visualize KPIs and improve call center agent call quality, enabling leadership to more quickly and effectively make management decisions to enable higher response for telemarketing campaigns.
- Created a web-based tool which returns a list of optimal venue locations for scheduling monthly MASA seminars within a specified ZIP code, scored based on a list of demographic and venue quality variables compiled from an internal database and Google's "Places" database API. Development of this tool streamlined team's operations and monthly marketing selections, effectively saving thousands in labor costs and enabling a more centralized and standardized control of operations decisions across MASA's sales and marketing teams in the United States.

Sales Outcomes (salesoutcomes.com)**Coral Gables, FL***B2B Execution Consultant, Web Developer, Automation Specialist, Data Analyst**November 2017 – Feb 2023*

- Developed automated end-to-end sales & marketing processes powered by a suite of tools to increase sales efficiency and provide robust insights on ROI, sales performance, and other KPIs. Below are a few notable accomplishments:
 - Independently worked with client's sales and marketing teams to automate customer's acquisition and reporting process using Smartsheet API, Microsoft Power Automate, Outlook, and Salesforce for an international telecommunications client in 2019. This process significantly accelerated their sales cycle and improved insights with reporting and dashboards. Since then, the company with the guidance of Sales Outcomes created over 1,000 different marketing campaigns generating tens of millions of dollars for their business units across Latin America and the Caribbean.
 - Developed a web-scraping program using Python and AutoHotKey that collected the locations of thousands of LinkedIn members known to work in a targeted set of industries and used Google Maps API to help find distances of prospects to certain locations for segmentation in various B2B marketing campaigns.
 - Developed a Smartsheet and Tableau powered process for a multi-state law firm that tracks and maps party affiliations by county in each of the states they operate in on a quarterly basis.
- Managed health, functionality, and weekly blog posts of salesoutcomes.com with site hosting, SEO, email and marketing automation tools. Automated tracking of website interactions with CRM.
- Train clients' sales and marketing teams on proper implementation and usage of their respective CRM and marketing automation tools, often with training materials I developed. After initial training, Sales Outcomes implemented case ticketing systems for each client and I managed client issues, bugs, and questions using these systems.
- Developed web pages and email templates using HTML, CSS, and JavaScript.
- Provided processed information to the managing partner and efficiently advance his ability to service clients and make administrative decisions.

Kivett Productions (kivettproductions.com)**REMOTE***Event Production Manager – Part Time**March 2019 – Present*

- Work across various cities in the US to create premium sporting entertainment productions with giant flags, card stunts, and smart-light shows. Predominantly work with the Miami Dolphins managing one employee and typically 70 volunteers opening the 50 yard flag at the opening of all home games.

City of Miami Beach Planning Department**REMOTE***Graphic Designer – Part Time**March 2019 – April 2020*

- Designed pamphlets, newsletters, brochures, infographics, and presentations to advance the department's administrative efforts.

EDUCATION**University of Miami****Coral Gables, FL***Bachelor of Science in Business Administration in Marketing**May 2018*

Relevant Coursework: Business Management, Quantitative Analytics of Digital Media Metrics, Object Oriented Programming, Data Optimization & Decision Making, Statistical Analysis and Data Visualization, Calculus

SKILLS

Languages: English & Spanish (Fluent)

Programming Languages: HTML, CSS, JavaScript, AutoHotKey, C++, Excel VBA, DAX/Power Query, SQL, Python, thinkscript

Technical Skills: CRM & Marketing Automation (Salesforce, HubSpot, Pardot, Zoho, Deluge), Workflow Automation (n8n, Zapier, Power Automate, OpenAI API, Integromat), Data Analytics & Visualization (Tableau, Power BI, Google Analytics, Smartsheet, Excel), Process Optimization Through Automation & Data Analysis, Website Hosting & Deployment (WordPress, Hostinger, GoDaddy, Kinsta), AI & LLM Integration (API & Local), MATLAB Decision Modeling, Generating Content (Adobe Creative Suite, Canva, etc.)