Vicente Ham Uribe

Marketing Operations & CRO · Growth & AI Automation

Retail e-commerce · Online education · Chile & Peru · 10 years

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I build and run the CRM and marketing automation of two platforms in Chile and Peru: HubSpot, n8n and AI agents over ~200K contacts, with 5 scheduled automations in production and funnel attribution. ~6 years in e-commerce on Shopify, PrestaShop and WooCommerce — and I write the production code, not just the strategy.

EXPERIENCE

Web Design Coordinator · UANDESonline / UDEPonline · CL + PE markets

JUL 2024 — PRESENT

~200K	~14K	~8%	~4% / ~20%
CONTACTS IN HUBSPOT	PAID ENROLLMENTS · CUM. 2025	LEAD → CUSTOMER · ~16K	CVR PAID SOCIAL VS. OFFLINE

- **Production automation.** 5 scheduled automations (3 daily, 2 weekly) on GitHub Actions: they sync start dates for ~230 programs across catalog, WooCommerce and HubSpot, ingest Meta Lead Ads into PostHog (~25K leads) and audit sites and sales templates.
- **Agentic CRM.** Built HubSpot lifecycle workflows, lead scoring, segmentation, sales-qualified lead (SQL) alerts to sales and cross-market email nurturing, with n8n and Claude API agents.
- **Attribution.** My analysis exposed the real problem in the mix: Paid Social generates ~60% of contacts and only ~30% of customers (~4% CVR), while the offline channel converts at ~20% and referrals at ~24%.
- **Funnel.** I operate the funnel over ~200K contacts, ~70% of them generated since January 2024: ~16K customers (~8% lead to customer, SQL stage ~12%) and ~14K paid enrollments cumulative to 2025 (~10K direct B2C plus ~3.5K through B2B corporate training contracts).
- **Measurement, CRO & experimentation.** I implement the measurement and tracking stack (PostHog + GA4/GTM + HubSpot over WordPress/WooCommerce); I run A/B tests on emails and on landing pages/CTAs, and measure before/after every UX change that cuts friction at checkout.
- **Team.** I coordinate a multidisciplinary team across design, content and multimedia for campaign execution, focused on CPL, MQL and conversion.

BEFORE **Web Designer** · same employer — NOV 2023 — JUL 2024

- Ran the website and the execution of digital assets with a commercial focus: CMS, conversion-oriented UX, HubSpot landing pages, mailing and campaign creative.

Ecommerce Developer · WowPets

OCT 2021 — NOV 2022

- **Shopify launch.** Set up and ran the Shopify store alongside a developer: catalog loading and depth, content, apps, shipping and SEO.
- **End-to-end operations.** Ran the business end to end — marketing, operations, finance and customer service — coordinating with the media agency.

Web Designer · Electroventas

JUL 2019 — JUL 2021

- **Retail e-commerce.** Structural upkeep of the PrestaShop site (brands such as Samsung and HP, plus the in-house brand Dinon) and production of the assets feeding it: banners, POP material, promotional mailings and physical + digital catalog updates.
- **Strategy.** E-commerce market trend analysis and advertising strategy proposals.

Operations Manager · Octopass

JUN 2016 — JUN 2018

- **Product.** Built an online ticketing and event access-control platform with developers and designers, serving 20,000+ users: UX/UI research, brand identity and desktop + mobile web design.
- **Commercial operations.** Direct commercial relationship with clients and supervision of the access-control staff.

STACK

CRM	HubSpot (CRM, workflows, lifecycle, lead scoring, segmentation) · n8n · event-driven webhooks · email marketing
AI	Claude API agents · RAG sales agent (pilot) · MCP · structured outputs with Pydantic · Claude Code
DATA	SQL (PostgreSQL) · PostHog · GA4 / GTM · Supabase · Cloudflare · Similarweb
E-COMMERCE	Shopify · PrestaShop · WooCommerce / WordPress · catalog and pricing management · checkout and CRO · omnichannel CL + PE
CODE	Python (Pydantic, FFmpeg, APIs) · JavaScript / TypeScript · advanced HTML / CSS · PowerShell
DESIGN	Adobe Photoshop · Adobe Illustrator · UX/UI · responsive design

EDUCATION

2012 — 2018	**Bachelor of Design, Digital Design** · Universidad del Desarrollo, Chile. DLAB innovation program in parallel (2017–18).
2023	**Digital Channel Management Tools** · Pontificia Universidad Católica de Chile. Professional development course.
2024	**Postgraduate Diploma, Digital Marketing & Analytics** · Universidad de los Andes, Chile. Applied BI and data science.
2025	**Postgraduate Diploma, Team Management** · Universidad de los Andes, Chile.

SIDE PROJECTS

discontinuos.cl · Automated clip publishing: EBU R128 audio normalization with FFmpeg and AI-generated copy under Pydantic schemas, no human in the loop.

foreromusic · Press-kit engine that renders the PDF with headless Edge, no external services.

artefactolab.cl · E-commerce with no heavy CMS, plus a self-generating brochure PDF via Playwright.