



ALBERTO SUÁREZ

GTM ENGINEER • REVENUE OPERATIONS

PROFILE

GTM engineer who builds the systems behind go-to-market and has run every part of it by hand. I combine full-cycle sales, digital marketing and demand generation, and hands-on building of automation and AI systems. Using tools like Clay, HubSpot, and n8n, I turn sales and marketing into repeatable, automated pipelines, without needing an engineering team. HubSpot Sales Hub certified.

WORK EXPERIENCE

Omate Labs May 2025 to Present

GTM Engineer & Founder

- Build go-to-market systems end to end: Clay enrichment and lead scoring, signal-based outbound, and CRM and pipeline automation on HubSpot and n8n
- Shipped a CRM enrichment engine with ICP scoring and governed write-back, plus an open-source AI agent that qualifies and routes inbound leads
- Design the strategy and build it with AI and automation, no engineering team required

LGCY Power Aug 2025 to Oct 2025

Appointment Setter

- Top-performing appointment setter for all three months, generating \$210,000 in residential solar sales from qualified appointments

CSP Productions Jul 2022 to Jun 2024

Digital Marketing Manager

- Grew the social audience from 1,200 to 55,000+ followers in under a year through paid social and organic campaigns
- Led the rebrand and full digital marketing strategy for the first concert production company in the Dominican Republic, driving ticket sales and attendance

Pangaea Shop (Ecommerce) May 2016 to Mar 2018

Founder & CEO

- Ran paid acquisition on Facebook/Meta and Google and optimized the funnel from first click to checkout
- Learned demand generation and conversion hands on: build the funnel, drive traffic, measure everything, cut what does not work

MindGeek Oct 2014 to Dec 2016

Inside Sales Representative

- Top-performing sales executive for 11 consecutive months, adding over \$300,000 in monthly revenue
- Ran the full sales cycle: prospecting, pitching, closing, and expanding accounts

REFERENCES

Available upon request.

CONTACT

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Santo Domingo, Dominican Republic

EDUCATION

Concordia University

Certificate of Proficiency in English for Professional Communication
Jul 2014 to Aug 2015

Trebas University

Music Business & Concert Production
2011 to 2013

CERTIFICATIONS

HubSpot Sales Hub Software

HubSpot Academy • 2026

Sales Certification

Cardone University • 2016 to 2017

EXPERTISE

Go-to-Market Strategy

Revenue Operations

Full-Cycle Sales

Demand Generation

Lead Enrichment & Scoring (Clay)

CRM & Pipeline Automation

Email Deliverability

AI Automation

LANGUAGES

English • Spanish