

GONZALO COLOMBRES

B2B Sales · Business Development · Operations & Account Management

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PROFESSIONAL SUMMARY

Results-driven professional with 8+ years of experience in operations, client management, business consulting, and sales across hospitality, real estate, and technology sectors. Proven ability to manage projects end-to-end, systematize processes, configure CRM systems, and deliver measurable outcomes for clients and organizations. Strong communicator with a track record of building lasting client relationships and driving operational efficiency. Relocated to California with my wife to take on new professional challenges in the US market.

EXPERIENCE

Global Reservations · *Operations & Project Manager* Nov 2021 – Present

Concierge & lifestyle management agency · Remote · Team of 3

- Managed day-to-day operations of a concierge and lifestyle services agency, overseeing a team of three specialists across client management and paid media.
- Developed and implemented standard operating procedures (SOPs) enabling consistent service delivery and reducing operational bottlenecks.
- Configured and maintained internal CRM and AI-powered knowledge base to standardize workflows and improve client response times.
- Managed paid media campaigns across Meta and Google, optimizing for client acquisition cost and conversion performance.
- Coordinated multi-currency financial reporting (USD, ARS, MXN) including budget planning, cash flow tracking, and vendor management.

Affordable Document Services · *Marketing & Digital Consultant* Dec 2025 – August 2026

Paralegal services firm · United States · Remote

- Redesigned the company website to modernize brand presence and improve user experience.
- Implemented Google Analytics and tracking tools to establish performance baselines and enable data-driven decision making.
- Developing a Google Ads strategy to drive qualified lead generation for paralegal services.
- Optimizing Google Business Profile to improve local search visibility and client acquisition.

Tato Robles Fit · *Business Consultant* Jul 2025 – Present

Online fitness coaching business · Argentina · Remote

- Provided end-to-end business consulting across operations, sales, and marketing for an online fitness coaching business.
- Configured CRM systems, designed administrative workflows, and implemented post-sale processes and financial tracking.
- Developed and executed digital marketing strategies across social media, email marketing, and affiliate programs.
- Supported B2B outreach and partnership development to secure brand collaborations and expand client acquisition channels.
- Currently advising on the development and go-to-market strategy for a proprietary online training application set for public launch.

FirmARDigital · *Operations & Strategy Consultant* Apr 2026 – Jun 2026

AI-powered electronic signature startup · Argentina · Remote

- Supported project organization and execution for an AI-powered electronic signature startup targeting the Argentine market.
- Coordinated team workflows, implemented CRM ticketing systems, and assisted with budget planning and resource allocation.
- Applied Lean methodology to streamline development processes and prioritize deliverables efficiently.
- Contributed to Google Ads strategy and integration of Google tools to support the go-to-market plan.

Tarasca · *Technical Consultant* Nov 2025 – Jan 2026

Agricultural company · Buenos Aires, Argentina · Hybrid

- Supported a Power BI implementation project for an agricultural company alongside a senior corporate advisor with 20+ years of experience.
- Diagnosed operational data gaps and contributed to dashboard design to improve executive decision-making and business visibility.
- Assisted with project coordination including scope definition, team recruitment, and delivery management.

Grow Studio · *Business Operations Consultant* Jan 2025 – Aug 2025

Marketing agency · Tucuman, Argentina · Remote

- Supported operational restructuring and systematization of a marketing agency in Tucuman, Argentina.
- Implemented CRM systems and client management workflows to improve pipeline visibility and team accountability.
- Designed delegation frameworks and team structures to improve efficiency and reduce operational bottlenecks.
- Standardized internal service delivery processes and contributed to business strategy development.

ERS Homes LLC · *CRM & Operations Consultant* Jan 2025 – Jul 2025

Real estate wholesaling company · United States · Remote

- Developed and launched the company website to establish digital presence for a US-based real estate wholesaling firm.
- Designed and implemented a CRM system for lead management and acquisition, centralizing the full client pipeline.
- Built end-to-end team workflows and defined roles and responsibilities to standardize operations and support growth.

Botanica Tulum · *Property & Operations Manager* Mar 2021 – Oct 2021

Boutique hotel · Tulum, Mexico · On-site

- Managed day-to-day property operations and booking administration for a boutique hotel in Tulum, Mexico.
- Implemented and configured a channel manager integrated across booking platforms to eliminate double-booking and automate availability synchronization.
- Handled community management and social media presence to support guest engagement and brand visibility.

Esmeralda Hotel · *Front Desk & Concierge* Jul 2020 – Jan 2021

Hotel · Tulum, Mexico · On-site · Part-time

- Managed front desk operations including check-in/check-out, guest services, and reservation handling.
- Advised guests on local tourism, activities, and excursions, driving ancillary revenue through tour and activity sales.
- Provided concierge services and maintained inventory control for hotel supplies and amenities.

Frias Silva & Teran · *Property Manager & Real Estate Salesperson* Apr 2019 – Dec 2019

Real estate firm · Tucuman, Argentina · Part-time

- Managed commercial and residential properties including galleries and private gated communities.
- Handled monthly budget planning, expense tracking, fee collection from property owners, and vendor coordination.

- Sourced and sold properties, managing the full sales cycle from prospecting to closing.

Quara Gym · *Front Desk & Sales Associate* Jan 2018 – Aug 2018

Fitness center · *Tucuman, Argentina*

- Managed cash register, membership sales, monthly payment tracking, and inventory control.

Constructora Gama · *Administrative Assistant* May 2015 – May 2017

Construction company · *Tucuman, Argentina* · *Part-time*

- Provided general administrative support including document management, filing, printing, and office coordination.
- Assisted with check endorsement processing and contractor attendance tracking.

CORE COMPETENCIES

Sales & BD: B2B prospecting, full sales cycle, cold outreach, proposal development, contract negotiation, account management

Operations: Process diagnosis, SOP creation, workflow design, CRM configuration, Lean methodology, team coordination

Data & Tech: Power BI dashboards, Google Analytics, AI tools integration, no-code/low-code automation

Marketing: Paid media (Meta Ads, Google Ads), Google Business Profile, email marketing, social media strategy

Finance: Budget planning, cash flow management, multi-currency reporting, vendor negotiations

Languages: Spanish (native) · English (professional proficiency)

EDUCATION

Self-directed Executive Education · 2020 – Present

Applied study in business strategy, leadership, behavioral psychology, negotiation, and personal finance. Core texts include works by Peter Thiel, Daniel Kahneman, Chris Voss, Morgan Housel, Robert Cialdini, and James Clear, among others.

ADDITIONAL

Eligible to work in the United States · Available immediately · Open to in-person, hybrid, or remote roles in Southern California