

# SANTIAGO ROJAS JARAMILLO

Munich, Germany | +49 15734524836

sanroja1122@gmail.com | <https://www.linkedin.com/in/santiago-rojas-jaramillo/>

## PROFESSIONAL PROFILE

### Account Executive • GTM Engineer • Business Development • AI-native

5+ years of proven success in B2B sales, with expertise in SaaS and software services. Track record of building robust sales pipelines through automation, executing multi-channel prospecting strategies, and consistently exceeding revenue targets. Demonstrated ability to close both, high-volume small deals, and complex enterprise deals of \$200k ARR. **Currently Founder of a sales automation agency - [mintprospects.com](https://mintprospects.com) - and sharing content about the use of AI in sales at [vibesales.co](https://vibesales.co).**

## SKILLS

- Consultative sales
- Product demos
- Sales closing
- Multi-channel Prospecting
- Stakeholder management
- Clay Inbound & Outbound Certified. Clay Creator
- HubSpot Solutions Provider
- APIs, Webhooks, no-code
- Make, n8n, Zapier
- OpenAI, Claude, Perplexity
- Lovable, Cursor, Vercel

## PROFESSIONAL EXPERIENCE

**Mint Prospects & Vibe Sales**, Germany

**Feb 2025 – Present**

*Marketing Services*

### Founder & GTM Engineer

- Building outbound and inbound lead gen engines for B2B companies using automation tools, APIs, Webhooks, no-code tools
- Applying my sales experience + technical knowledge in Clay, n8n, Make, HubSpot, scrapers, among others
- HubSpot Solutions Provider, Clay Inbound & Outbound certified and Clay Creator
- I handle the whole growth of my company and all the creative and technical processes for my clients
- Building internal automations to make the teams more efficient and focused on closing deals
- Creating content around the use of the tools mentioned and with creative automation ideas

**Applause**, Hannover, Germany

**Aug 2024 – Jan 2025**

*IT Services and IT Consulting*

### Business Development

- Supported Senior Account Executives prospecting and strategizing to close enterprise deals
- Drove pipeline growth through strategic prospecting of enterprise accounts in the UK and Spain
- Executed targeted multi-channel outreach campaigns via email, phone, LinkedIn, events, and video

**HubSpot**, Medellin, Antioquia

**Feb 2024 – Aug 2024**

*Technology, Information and Internet.*

### Inbound Success Coach L2

- Over-achieved metrics by averaging more than \$25,000 of monthly pipeline creation (180% of the target)
- Was part of a pilot dedicated to selling a high volume of HubSpot's starter products
- Mentored new colleagues to reduce ramp periods and improve sales closing techniques

**Jun 2023 – Jan 2024**

### Inbound Success Coach L1

- Achieved 150% of SQL targets through effective discovery and qualification methodologies

- Managed high-volume inbound sales opportunities through chat and phone channels
- Developed sales meetings with best practices for converting inbound leads to SQLs

**Tech Recruiters**, Medellin, Antioquia

**Sep 2022 – May 2023**

*Tech Staffing and Recruitment.*

#### **Sales Account Executive**

- Exceeded new business development targets by managing the full sales cycle, from outbound prospecting, and sales presentations, to strategic deal negotiations with all stakeholders
- Average deal size of around \$30k to \$50k, and over-achieved quota (120%)
- Designed and implemented new sales processes that doubled the team's amount of weekly meetings

**Tres Astronautas**, Medellín, Antioquia

**Apr 2021 – Sep 2022**

*Software Development and IT Outsourcing.*

#### **Account executive**

- Closed multiple enterprise deals with ARR ranging from \$100k to \$200k, including my most difficult but satisfying deal to date with over \$200k deal size for the development of the MVP of a health provider's mobile App
- Consistently achieved and exceeded quarterly sales targets (\$1M yearly quota)
- Established efficient communication channels between sales, product, engineering, and HR teams

**Autonomic Mind**, Medellin, Antioquia

**Aug 2020 – Mar 2021**

*Tech Staffing and Recruitment.*

#### **Account executive**

**MVM ingeniería de Software**, Medellín, Antioquia

**Aug 2019 – Feb 2020**

*Software development.*

#### **Commercial Analyst - Internship**

### EDUCATION

#### **Market Research Specialization, 2020**

University of California Davis, Online

#### **B.Sc., International Business, 2016 - 2020**

Universidad EAFIT, Medellín, Colombia

Achievement: Top 1% at national college standardized test in area of specialty / Test ICFES saber pro

### COMPLEMENTARY EDUCATION

#### **Inbound Automation and Outbound Automation, 2025**

Clay

#### **AI for everyone, 2025**

DeepLearning.AI, Online

#### **HubSpot certifications - Inbound Sales, Sales Hub, Marketing Hub, 2024**

HubSpot Academy

### LANGUAGES

**Spanish:** Native C2

**English:** Bilingual C1

**German:** Beginner A2