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Target Role

Sales and Marketing Manager (ANZSCO-aligned narrative)

Professional Summary

Marketing, sales, and operations professional with cross-functional leadership experience across Colombia and Australia. Background combines media production, commercial strategy, project coordination, client management, and business operations. Proven ability to lead teams, manage stakeholders, improve processes, and drive revenue-supporting initiatives across B2B and B2C environments.

In Australia, all current and recent roles are presented as part-time/independent according to visa-case consistency requirements.

Core Capabilities

- Sales strategy and client relationship management
- Marketing planning and execution (online/offline)
- Business development and partnership growth
- Project coordination and cross-functional delivery
- Operations improvement and workflow standardization
- Team coordination and stakeholder communication
- Digital tools and systems adoption (AroFlo, Xero, content systems)
- Brand development, campaign support, and content production

Career Timeline (No Occupation Gaps)

- 2005: Graduated high school (Bachiller Academico, Colombia)
- 2006-2011: Film and Television Direction and Production studies (Universidad Manuela Beltran)
- 2008: AutoCAD 2D/3D training (SENA) while studying
- 2008-2010: Sales Assistant (Part-time), Falabella Colombia
- 2011-2013: Early professional phase in media/culture/education support roles
- 2012-2013: Full-time Film and TV Producer role at Universidad Manuela Beltran
- 2014-2020: Administrative and project coordination growth in architecture/construction and parallel independent projects
- 2016-2019: MadebyLio/LIOMUNDO brand and commercial development (parallel)
- 2017-2019: Co-founded and directed Rodar Bogota newspaper (parallel)
- 2017: Public-sector contract with Archivo General de la Nacion (parallel)
- 2018: English studies in Australia; maintained remote project continuity
- 2020-2023: ARKI Creations (Australia), business owner and marketing/sales operations
- 2023-2025: PHIXEL Manufacturing Solutions Pty Ltd co-founder, business development and marketing (part-time)
- 2023: Technical Training Australia short contract (part-time)
- 2024-Present: Utility Solutions Group (USG), sales/marketing operations coordination (part-time)
- 2023-2024: Formal Australian marketing qualifications (Certificate IV + Diploma)
- 2024-2026: Graduate Diploma of Management (Learning), in progress

Professional Experience

Utility Solutions Group (USG) - Australia

Sales and Marketing Operations Manager (Part-time)

Aug 2024 - Present

Evidence: Pending certification

- Leads the Business Support function, supervising administrative staff (2 direct reports)
- Develops and implements marketing initiatives aligned with business growth objectives
- Manages key client relationships and commercial communication across projects
- Oversees invoicing workflows and supports revenue tracking and financial alignment

- Coordinates cross-functional collaboration between operations, finance, and clients
- Drives brand positioning, content development, and marketing activities
- Develops internal communication, training, and safety-related materials
- Monitors digital channels and marketing analytics to support campaign and website performance decisions
- Implements process improvements using AroFlo and digital workflow systems
- Oversees administrative and commercial documentation processes

PHIXEL Manufacturing Solutions Pty Ltd - Australia
 Co-founder, Business Development and Marketing (Part-time)
 Jul 2023 - Feb 2025

Evidence: Pending certification package

- Co-built custom metal fabrication business operations
- Client acquisition, quoting, and pipeline support
- Marketing content and website coordination
- Coordinated subcontractor network including metal manufacturing contractors, powder-coating providers, and material suppliers
- Directed delivery workflows across in-house workshop execution and outsourced production partners
- Co-led operations and business delivery with company leadership across quoting, execution, and fulfillment
- Coordinated contractor onboarding and prepared payroll-support documentation for accountant processing
- Commercial scaling from low to higher production volume

ARKI Creations - Australia
 Business Owner, Marketing and Sales (Part-time/Independent)
 Sep 2020 - Sep 2023

Evidence: Partial (ABN evidence available)

- Product and market positioning
- Social media, digital marketing, and online sales management
- Supplier, production, and fulfillment coordination
- Commercial pivot during COVID period to online channels
- Market/exhibition participation and brand traction
- Coordinated contractor engagement and prepared payroll-support and payment documentation for accountant processing

Technical Training Australia (TTA) - Australia
 Marketing and Content Services (Contract, Part-time)
 May 2023 - Oct 2023

Evidence: Pending certification

- Marketing content and communication support
- Digital presence and promotional support tasks

Editorial Comunitaria Motor Comunicador S.A.S. (Rodar Bogota) - Colombia
 General Director and Co-Founder
 Feb 2017 - Oct 2019

Evidence: Certified

- Revenue-oriented media model development and advertiser growth
- Led a multidisciplinary team of 4 core contributors (2 developers and 2 designers) across editorial production cycles
- Managed key external stakeholders, including principal funding partners, print subcontractors, and newspaper distribution crews
- Coordinated edition-by-edition distribution readiness across designated delivery points
- Team leadership and editorial/production workflow management
- Printing, logistics, distribution, and process coordination
- Digital transition initiatives and audience engagement actions
- Coordinated contractor hiring inputs and prepared payroll-support documentation for accountant processing

Archivo General de la Nacion - Colombia

Project Coordinator (Contract)

Aug 2017 - Dec 2017

Evidence: Certified

- Coordinated a 6-person delivery team (2 information professionals, 2 software developers, and 2 graphic designers) to produce institutional digital content
- Managed internal and external stakeholders to ensure content quality, timelines, and delivery compliance
- Audiovisual content coordination for public institution
- Team workflow, stakeholder communication, and delivery control
- Coordinated contractor hiring inputs and prepared payroll-support documentation for accountant processing

MadebyLio / LIOMUNDO S.A.S. - Colombia

Marketing and Branding Consultant (Contract)

2016 - 2019

Evidence: Certified

- Branding and promotion strategy support
- Sales, fairs, exhibitions, and positioning support
- Content and client-facing communication support

Cathedral Diseno y Construccion - Colombia

Project Coordination and Operations Lead

2014 - 2020

Evidence: Certified

- Coordinated client communication, curator follow-ups, technical drafters, and architect leads across concurrent projects
- Acted as the operational bridge between commercial, technical, and delivery teams to maintain project flow
- Coordination of projects, teams, suppliers, and client communication
- Administrative/commercial process support and optimization
- Onboarding/training and remote coordination workflows

Bloques y Accesorios Garcia - Colombia

Audiovisual Designer and Marketing Support

Feb 2016 - Nov 2016

Evidence: Certified

CGH Ingenieria y Soluciones - Colombia

Audiovisual Team Lead

2015

Evidence: Certified

Universidad Manuela Beltran - Colombia

Film and TV Producer (Full-time)

Jul 2012 - 2013

Evidence: Certified

- Led audiovisual area coordination with engineers, designers, and pedagogical teams for academic and commercial content production
- Managed end-to-end planning of recording resources, technical setup, and production workflows
- Produced audiovisual content for academic faculty and online learning needs
- Coordinated a production team across planning, recording, and delivery stages
- Managed production infrastructure including cameras and technical resources
- Supported audiovisual deliverables for commercial third-party projects linked to the university

BiblioRed (Red Capital de Bibliotecas Publicas) - Colombia

Workshop and cultural training engagements (project-based)

Jun 2011 - Feb 2012

Evidence: Certified

- Workshop delivery/support in reading and photography programs
- Community-facing communication and cultural participation activities

Colsubsidio - Colombia

Teaching and service-provider engagements (project-based)

Mar 2015 - Jan 2016; Nov 2017 - Dec 2017

Evidence: Certified

- Docente Catedra role in social development area
- Independent provider participation in education/culture activities

Falabella Colombia - Colombia

Sales Assistant (Part-time)

Jan 2008 - Dec 2010

Evidence: Pending certification

- Sales transactions, product advisory, customer service
- Visual merchandising and sales-target support

Education

Diploma of Marketing and Communication (BSB50620)

Business College at IH (IH Sydney Training Services), Australia

Issued: 2024

Evidence: Certified (AQF diploma + competency letter)

Certificate IV in Marketing and Communication (BSB40820)

Business College at IH (IH Sydney Training Services), Australia

Issued: 2023

Evidence: Certified (AQF certificate + competency letter)

Graduate Diploma of Management (Learning)

Australian Institute of Professionals, Australia

2024 - 2026 (In progress)

Evidence: In progress (supporting enrolment/results pending upload)

Professional in Film and Television Direction and Production

Universidad Manuela Beltran, Colombia

Completed: 2011

Evidence: Mentioned; formal degree package still to be uploaded in full

Diploma - Web 2.0 Teaching Strategies

Universidad Manuela Beltran, Colombia

Issued: 2013

Evidence: Certified

General English Program

Ability English, Australia

Issued: 2018

Evidence: Certified

High School Diploma (Bachiller Academico)

I.E.D. San Juan Bautista de La Salle, Colombia

Graduated: 2005

Evidence: Certified

AutoCAD 2D and 3D

SENA, Colombia

Completed: 2008

Evidence: Pending certificate upload

Tools and Platforms

- Microsoft 365 (Excel, SharePoint, Teams, Outlook)
- AroFlo
- Xero
- HubSpot
- Google Analytics 4 (GA4)
- Canva
- Notion
- WordPress
- Adobe Creative Cloud
- ChatGPT / OpenAI tools
- POS sales systems
- Digital content and social media tools
- Workflow and documentation coordination tools

Additional Information

- Experience across Colombia and Australia
- Experience in B2B and B2C contexts
- Strong adaptability across commercial, creative, and technical teams
- Experience managing concurrent projects and independent engagements

Evidence Status Snapshot

- Strong certified base: Colombia employment and Australia marketing qualifications
- Pending Australia employment formal letters: USG, PHIXEL, TTA, ARKI reinforcement
- Pending supplemental evidence: Falabella certification, AutoCAD certificate, ongoing management diploma support docs