

Sebastián Alejandro Reyes Usma

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Professional Profile

Driven sales professional currently building and refining the commercial engine for an entrepreneurship-focused venture. I combine an analytical, data-driven mindset with the hustle to source, qualify, and close from scratch. I love talking to ambitious people, selling a mission I believe in, and helping others take their first real step toward building a business. Resourceful, independent, and comfortable figuring things out in fast-moving environments with no scripts or hand-holding.

My Dream

My dream is to help 1 million startups get off the ground. Right now I am living that mission through Fundraising School, but I am looking for a place to play a long-term game with long-term people, building something that lasts and creates real impact at scale.

Experience

- **Sales & Marketing Manager** March 2026 – Present
Bilbao2 / Fundraising School (30X) – Bogotá, Colombia (Hybrid)
Design and continuously improve the commercial method across founder cohorts, owning the sales approach end-to-end. Source and qualify aspiring entrepreneurs, run conversion-focused calls, and manage post-signup logistics to make sure every lead lands where it should.
- **Data Analyst** January 2025 – March 2026
Mis Propias Finanzas – Bogotá, Colombia
Built dashboards to track registrations and sales during course launches, analyzing potential buyers to sharpen conversion. Administered and organized the HubSpot CRM, giving the team clean pipeline data on high-intent prospects.
- **Graduate Teaching Assistant in Physics** January 2023 – January 2025
Los Andes University – Bogotá, Colombia
Taught and mentored students, translating complex ideas into clear, persuasive explanations. Strengthened the communication and problem-solving skills that now power my sales conversations.

Skills

- **Sales & Growth:** Sales Management, Sales Operations, Pipeline Building, Lead Sourcing & Qualification, High-Conversion Closing, Community Building.
- **CRM & Data:** HubSpot, Dashboards & Reporting, SQL, Python, R, Data Analysis.
- **Tools:** AI Prompting, Git, Bash, L^AT_EX, Node.js.
- **Strengths:** Independent, resourceful, comfortable with ambiguity, strong written and verbal communication.

Languages

Native Spanish — Fluent English (B2) — Proficient Italian (A2)

Education

- **Master's Coursework in Physical Sciences** January 2023 – December 2025
Los Andes University – Partial completion – GPA: 4.0/5.0
- **Bachelor's Degree in Physics** January 2019 – April 2023
Los Andes University – GPA: 4.25/5.0