

DANTE AGUILERA

AI Transformation & Operations Leader

Operations Manager | AI Lead | PMP®

CONTACT

- Mexico City, Mexico
- +52 55 8805 4095
- dante.aguilera.078@gmail.com
- linkedin.com/in/danteaguilerac
- Portfolio: danteaguilera.com

EDUCATION

Postgraduate Diploma, Strategic Business Management
Universidad Anáhuac México

B.S., Communication Sciences
Tecnológico de Monterrey (ITESM)

CERTIFICATION

Project Management Professional (PMP)®
Project Management Institute (PMI)

SKILLS

- ✓ Strategic Thinking
- ✓ Leadership
- ✓ Business Cases & ROI
- ✓ Stakeholder Management
- ✓ Project Management
- ✓ Negotiation
- ✓ Data-Driven Decisions

AREAS OF EXPERTISE

- ✓ AI Strategy & Automation
- ✓ Operations & Cost Reduction
- ✓ P&L, KPIs & Gross Margin
- ✓ Contact Center & CX
- ✓ Digital Marketing & GEO
- ✓ Process Improvement
- ✓ Change Management
- ✓ Agile, Scrum & Kanban

Operations and AI transformation leader with **19+ years** of experience turning operational challenges into measurable results across global companies and high-growth businesses. Proven track record leading teams of **up to 115 people**, building business cases, designing the processes AI agents work with and leading process automation. Strong business partner who connects strategy, P&L impact and execution, with brands such as PepsiCo, Coca-Cola, Nestlé, Puma and General Motors.

EXPERIENCE

DANTE SUNSET DIGITAL HUB
Mexico · Remote

Marketing & AI Lead (Sep 2024 - Oct 2026)

- Led the digital marketing strategy for a Mexican apparel brand: **+487.5% views**, **+911.1% likes**, and expansion from Mexico City to **nationwide e-commerce** within 30 days.
- Designed and delivered websites for businesses and cultural projects.
- Developed hands-on expertise in **AI automation** (OpenAI, Claude, Gemini, n8n, Make) and designed the operating processes for **WhatsApp and voice AI agents** in contact-center operations.

JELLYSMACK
Remote

Operations Manager, LATAM & Spain (Dec 2021 - Aug 2024)

- Delivered **35%+ cost savings in one year** by building cost-efficient LATAM teams, training Project Managers, and optimizing resource allocation.
- Led teams of **90-110 people** delivering content for premier creators such as MrBeast through faster, more efficient delivery pipelines.
- Rebuilt gross-margin and KPI tracking; re-engineered PR, Community, and Editorial workflows, **reducing time-to-market by 15%**.

VICE MEDIA
Mexico City

Project Management Lead & Operations Manager (Jan 2020 - Dec 2021)

- Led a cross-functional team of **up to 70 people** on digital projects for Coca-Cola, Diageo and Puma, **improving KPI compliance by 15%** through continuous tracking, regular team alignment and ongoing coaching of Project Managers.
- Used burn reports and gross-margin analysis to reallocate resources and reduce operating costs.

TALENT
Mexico City

Commercial Manager / Head of Project Management (Oct 2018 - Jan 2020)

- Negotiated scope and deliverables with executives at General Motors, Hyundai, Wella and Suzuki; delivered **100% of projects on time** by aligning teams around clear objectives, real capacity and constraints, with continuous tracking.
- Led Project Management and Operations teams across corporate events, BTL 360 and brand activations.

DANTE AGUILERA

LANGUAGES

- Spanish · Native
- English · C1

TOOLS

AI & Automation
OpenAI · Claude · Gemini · n8n · Make · Zapier · Supabase · Voice AI

Project Management
Jira · Asana · ClickUp · Monday.com · Notion · Microsoft Project · Wrike

Web Development
AI-assisted development (vibe coding)

Business
Google Workspace · Excel · Looker · PowerPoint · Canva · Slack

BNN MÉXICO
Mexico City

Head of Project Management & Operations Manager (May 2017 - Sep 2018)

- Supervised **up to 115 people** on accounts such as Nestlé, MINI, Oreo, Cabify, Lala and Purina.
- **Increased operational efficiency by 20%** by implementing a time-tracking tool and burn reports to assign resources to the highest-impact projects.

PEPSICO MEXICO FOODS
Mexico City

Project Management Officer (PMO) (Jun 2015 - Apr 2017)

- Led the implementation of an IT tool to re-engineer sales-force processes under PMI standards, coordinating teams across India, the USA and LATAM.

TELEPERFORMANCE
Mexico City

Project Manager (Aug 2012 - Apr 2015)

- Designed and deployed **IVR systems** and multi-channel campaigns for Huawei, adidas and Walmart.
- Implemented adidas' **full e-commerce operation**, phone and online, for Mexico and LATAM. Month one ran on the global playbook from adidas' Amsterdam operation and fell well below targets; after localizing processes to Mexican and LATAM buying behavior, core KPIs (conversion, service level, CSAT and FCR) improved **50% by month three** and **exceeded every target**.
- Positioned Mexico and LATAM as adidas' **top-performing region worldwide** in customer-service KPIs.

EARLY CAREER
Mexico City

(Feb 2002 - Jun 2012)

- Project / Service Manager - **HSBC** (customer service program for U.S. cardholders)
- Project / Service Manager - **Banamex**: delivered tailored post-sale service to corporate clients at executive level (CEOs and CFOs) with strong results. Also supported funds-transfer operations and fraud prevention.

KEY RESULTS

35%+ cost savings in one year	**115** people led	**100%** projects on time
+50% KPIs in three months	**+20%** operational efficiency	**-15%** time-to-market