

Sebastian Becerra

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GTM operations and analytics builder. I build inbound systems, tracking, automation, CRM-style workflows, and reporting that turn GTM friction into decisions leadership can defend. 7+ years across marketing and communications operations, GA4/GTM, SEO, and web infrastructure at a B2B hardware manufacturer: 250K+ annual sessions at 92% organic. Built an intelligence system with 1,121 qualified leads (100% enriched) and 6,218-record database (124% of target) for cross-border industrial real estate. Bilingual EN/ES.

SKILLS

GTM Operations: Marketing and communications systems, inbound operations, CRM-style workflows, funnel instrumentation, pipeline reporting

Analytics & Tracking: GA4, GTM, GA4 API, Looker Studio, Search Console, custom events, conversion tracking, technical SEO

Automation & Data: Python, SQL, DuckDB, REST APIs, Git/GitHub, Streamlit, Plotly, AI/LLM tools (Claude, GPT, Groq)

Certifications: HubSpot Revenue Operations | Google Data Analytics | CompTIA A+ | CompTIA Project+

EXPERIENCE

SeeScan, Inc. Remote | Nov 2019 - Present

Digital Content Specialist (Marketing & Communications Analytics & Operations)

- Run analytics and GTM operations across three SeeScan brand properties: 250K+ annual sessions at 92% organic.
- Led UA to GA4 migration across three properties; built GTM tag architecture with custom events, conversions, and reporting for sales, marketing, product, and support stakeholders.
- Owned analytics, tracking, SEO, frontend implementation, and content infrastructure layers for deepsea.com and seescan.com rebuilds alongside UX/UI.
- Built automated dashboards and brand monitoring workflows that reduce manual reporting across web, content, and support channels.

Los Bravos Industrial Real Estate Remote | Aug 2025 - Mar 2026

GTM Operations & Analytics Consultant (Contract)

- Hit 104% of contracted targets as solo consultant owning scope, deliverables, weekly reporting, and bilingual EN/ES client communications.
- Ran account-based prospecting: built a 6,218-record database (124% of target), then surfaced and qualified ICP-matched target accounts for broker outreach. Produced 59 account-intelligence packets with expansion signals and outreach angles to prioritize qualified pipeline.
- Built a custom CRM-style dashboard, AI-powered search tool (NLP via Groq LLM), and GA4 analytics pipeline with automated weekly HTML reporting.
- Grew an existing LinkedIn page by 336 followers during the engagement (to 615+), 6.2% engagement (2x industry average), 100% organic.

ROCA Investments, LLC Remote | Nov 2021 - Mar 2026

Co-Founder & Property Manager

- Acquired, repositioned, and sold a distressed 4-unit El Paso property for \$390K after 200%+ valuation increase; coordinated operators across the US-Mexico corridor.

TKO Advertising Austin, TX | May 2017 - May 2018

Content Creator & Cultural Strategist

- Bilingual EN/ES campaign execution for enterprise client Valvoline: 440% engagement increase, client social following to 421K+.

EDUCATION

University of Texas at El Paso B.B.A. Marketing | Dec 2016

LEARN Academy Full-Stack Web Development Bootcamp | 2019 (480 hrs)

PROOF OF WORK

Source on [GitHub](#), live demos at [digito.technology](#) and [Portfolio](#).

- Analytics HQ | Multi-site GA4 dashboard with API pipeline, cross-property reporting, and anomaly alerts.
- Los Bravos CRM/Lead System | 1,121 qualified leads (100% enriched), 6,218-record database (124% of target), 59 account-intelligence packets.
- BorderPulse | Real-time US-Mexico border wait-time site with bilingual SEO pages, CBP data refresh, and privacy-first analytics.
- Price Configurator | AI-assisted pricing and quoting tool with rule-based validation and real-time cost logic.