

# Christian Perales

Mexico (Remote) | 214-898-6352 | perales\_c@ymail.com | English & Spanish

Sales & Revenue Operations | CRM, Lead Follow-Up, AI Automation

## PROFESSIONAL SUMMARY

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Sales and revenue operations specialist with 7+ years in B2B roles. Helped scale a remote sales operation while owning its GoHighLevel systems, and later built AI phone agents and call-quality reporting for a U.S. marketing agency. Combines sales conversations, CRM operations, rep coaching, and automation to support lead handling and team execution.

## CORE SKILLS

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**Sales Operations:** pipeline structure, lead routing, follow-up sequences, CRM data hygiene, KPI tracking, rep onboarding and coaching

**B2B Sales:** inbound and outbound, discovery, qualification, appointment setting, script refinement, call review

**CRM & Automation:** GoHighLevel, Make.com, webhooks, API integrations, workflows, campaigns, tags and custom fields

**AI & Reporting:** VAPI phone agents, qualification and booking, automated call transcription and scoring, performance reports

## PROFESSIONAL EXPERIENCE

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### Marketing Operations & Automation Consultant (Contract, Remote)

Restoration Marketing Group | 2025 - 2026

- Built and operated AI phone agents for inbound and outbound calls, connecting VAPI qualification, human transfers, and calendar booking with GoHighLevel.
- Built an automated call-auditing system that transcribed and scored customer calls and generated coaching reports across 20+ partner accounts.
- Managed GoHighLevel pipelines, workflows, tags, custom fields, lead routing, and missed-lead follow-up.
- Built scheduled publishing for social posts and Google Business Profile updates.
- Produced video ads and landing pages, and built monitoring to flag workflow failures for investigation.

### B2B Sales & Operations Lead (Remote)

DOT Compliance Services LLC | Nov 2022 - Aug 2025

- Helped scale a remote B2B sales operation from roughly \$10K to over \$200K in monthly revenue.
- Owned GoHighLevel pipeline structure, lead routing, automation sequences, and data hygiene.
- Analyzed sales KPIs and call recordings to refine scripts and appointment qualification.
- Supported hiring, onboarding, and rep performance, and implemented automation across sales and support.

### B2B Appointment Setter & Inbound Lead Specialist (Remote)

Restoration Marketing Group | Mar 2022 - Nov 2022

- Qualified inbound and warm leads for restoration companies and booked 5 to 10 sales appointments per week for closers.
- Sold and supported SEO, PPC, Google Service Ads, and Google Guarantee, managing follow-up in GoHighLevel.

## EARLIER EXPERIENCE

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Compliance Processing Group - B2B Inbound Sales | 2021 - 2022: FMCSA compliance services; top 3 of 15 reps.

SPEAKeasy Marketing - B2B Appointment Setter | 2020 - 2021: booked marketing consultations for law firms.

## EDUCATION

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High School Diploma - Sachse High School, Dallas, TX