

Roberto Javier Aguirre Guardia

AI-Native Outbound Operator · Systems, Automation & Cold Outreach

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Remote · US time zones

PROFILE

Self-taught, AI-native operator with a strong bias toward action. I already **run an outbound operation** at scale and build the systems behind it: I use Claude, ChatGPT and Perplexity every day to research prospects, draft and iterate copy, and automate the repetitive work so the pipeline runs predictably. I don't sell AI from a slide — I build with it daily and I'm obsessed with turning a manual, one-off process into a repeatable engine that produces results. I bring a commercial background — owned the largest revenue account in my office, sold and delivered real projects, and reported straight to the C-level — so I think in pipeline, conversion and ROI, not just activity. Hungry, detail-oriented, and happiest executing a proven playbook and then optimizing it with data. MBA, Tecnológico de Monterrey.

STRENGTHS

Cold outreach & AI-drafted email-sequence campaigns · prospect research and personalization at scale with Claude/ChatGPT/Perplexity · building repeatable, automated systems that deliver predictable results · campaign measurement and accurate C-level reporting · Google Sheets for data and analysis · fast self-taught learner with strong follow-through and a bias to action.

EXPERIENCE

DIGITALHUBASSIST AI & AI4MANAGERS · AI Operator & Growth — Founder-level

2024 – Present · digitalhubassist.ai · Remote

I run growth and outbound for my own AI venture: I build the systems, write the copy with AI, and own the numbers — research, outreach, content, automation and reporting. Sold and delivered real AI projects to paying clients.

- **Outbound at scale** — Built and run a LinkedIn outbound operation that reached **200+ uniquely targeted prospects across 33 campaign batches**, with AI-drafted personalization and a tracked, repeatable process behind each batch.
- **AI research & personalization tooling** — Built my own prospect/content research engine (scraping + embeddings + vector library) that finds, enriches and prioritizes targets automatically — personalization at scale, not one prospect at a time.
- **Copy & nurture** — Write and iterate outreach sequences and nurture content with Claude/ChatGPT/Perplexity, and run an audience → email → community funnel that turns cold leads into sales-ready conversations.

NTT DATA COLOMBIA · Consulting Manager — Account & Delivery Ownership

Apr 2021 – Sep 2024 · Financial services

- Owned the **largest consulting account in the office** (Grupo AVAL, Colombia's largest financial holding) — full revenue relationship, from stakeholder management to delivery — reporting KPIs directly to C-level.
- Worked across distributed, remote teams in different time zones, keeping everyone coordinated and delivering on time.

VASS · GLOBAL HITSS · TECNOCOM · INDRA · SOLUZIONA · Project & Tech Lead — Consulting

2000 – 2021 · Banking, insurance, pensions, health, utilities

- 20+ years executing and delivering complex projects in demanding sectors (Cardif, Porvenir, Colsanitas), consistently owning stakeholder relationships, follow-through and measurable results.

TOOLS & STACK

AI: Claude (daily) · ChatGPT · Perplexity · Gemini — research, copywriting, testing and workflow automation. **Data:** Google Sheets / Excel for data management and analysis.

Outbound & automation: cold email sequencing & campaign management · domain/DNS management · CRM & sales-enablement tooling (fast to ramp on Apollo, Amplemarket and similar) · no-code/low-code automation (n8n, Make, Zapier) · APIs and custom scripts for research and outreach automation.

EDUCATION & CERTIFICATIONS

MBA — Strategy & Business Policy · Tecnológico de Monterrey, Mexico · 2006

Systems Engineering (Top Tertile) · Universidad de Lima, Peru · 1999

Continuing education & certifications · Anthropic · Scrum Foundation (CertiProf) · Liferay DXP Certified Professional

LANGUAGES

Spanish: native (Peru / Colombia) **English:** professional — fluent technical reading and professional communication