




# Juan Pablo Zuñiga Ordoñez

Business Administrator

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## PROFESSIONAL SUMMARY

Business Administration professional with over 4 years of experience in human resources, sales, and digital marketing. Adept in project management, sales strategies, and strategic planning. Recognized for strong communication skills, decision-making, and leadership. A collaborative and proactive leader with a proven track record in sales and operations.

## KEY SKILLS

- Sales Strategy & Negotiation
- Project management
- Digital Marketing
- Strategic Planning
- Active Listening & Communication
- Objection Handling
- Time Management
- Business Intelligence (SAP, Power BI, SAC)

## PROFESSIONAL EXPERIENCE

### SALES REPRESENTATIVE

American Home Shield (Buwelo), Aug 2023 – Present.

- Applied strong communication skills and active listening to present sales strategies effectively.
- Built rapport with clients to understand needs and handle objections.
- Negotiated deals to create win-win outcomes for clients and the company.
- Managed time efficiently to exceed sales targets.
- **Achievements:**
- Top Inbound Performer (Jan – Jun 2024) with 754 units sold.

### SOCIAL PROTECTION ANALYST

Colombina S.A, Jun 2021 – Jun 2023

- Managed SAP databases for payroll and social security control.
- Utilized Power BI and SAC for KPI development and reporting.

### OPERATIONS MANAGER

Vité SAS, Jan 2018 – Jun 2021

- Managed inventory and coordinated commercial activities.
- Promoted products through social media and handled supplier communications.

## EDUCATION

Bachelor’s in Business Administration  
Pontificia Universidad Javeriana, 2022

High School Diploma  
León de Greiff, 2013

## LANGUAGES

- Spanish – Native
- English – C1 (Advanced)