



Roberto E. Gil Leal

Operations & Technology Professional | Web Systems · Automation · CRM | Remote-Ready

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25+

Years of experience

6

Systems in production

100%

Inventory accuracy

+25%

Sales growth delivered

Professional Summary

Hybrid operations-and-technology professional who bridges business management and hands-on software delivery. 25+ years leading high-volume teams across FMCG, retail and hospitality (P&G, Burger King, Cines Unidos), combined with 20 years running R.G Smart Technology: six web systems currently in production for clients in Venezuela and Argentina. Builds and ships React/Firebase applications, automates workflows with n8n, and manages CRM pipelines in HubSpot (certified). Proven results: 100% inventory accuracy on SAP, +25% sales growth, +20% operational efficiency. Fully equipped for remote work with immediate availability. English: B1 certified (EF SET), actively improving with AI tools.

Work Experience

Founder & Lead Engineer

Jun 2005 — Present

R.G Smart Technology

- **Web systems delivery:** Designed, built and deployed six production web systems (React, Firebase, Vercel) for real clients: multi-warehouse inventory, parish treasury, print-shop order configurator and business landing pages.
- **Business automation:** Built self-hosted n8n workflows connecting HubSpot CRM, Firebase and messaging channels — eliminating manual data entry and recurring SaaS costs for clients.
- **Security:** Performs seven-module security audits (HTTP headers, input validation, Firestore rules, credential handling); hardened every deployed system to zero-trust standards.
- **International clients:** Delivered projects 100% remotely for clients in Venezuela and Argentina, handling scope, communication, invoicing and support end to end.
- **IT services:** Ongoing computer repair, networking and CCTV services for households and businesses — 20 years of direct client trust in Barquisimeto.

Feb 2023 — Jul 2023

Operations and Sales Coordinator

Importaciones Barquisimeto 21, C.A.

- **Operational efficiency:** Raised operational efficiency 20% and cut costs 15% across a USD 25-30K monthly operation; maintained 100% inventory accuracy with SAP and cycle audits.
- **Sales and CRM:** Grew sales 8% through data analysis and lead management; kept CRM records, pipeline tracking and weekly KPI reporting to the founder.

Jul 2019 — Mar 2021

General Manager

Burger King Venezuela · Grupo Rica, C.A.

- **Team leadership:** Ran daily operations with teams of 15-20 staff; customer satisfaction up 20% through structured training programs and zero audit failures.
- **Cost control:** Reduced waste 8% by optimizing FIFO/FEFO inventory rotation and standardizing operating procedures.

Jun 2015 — Mar 2019

Floor Manager

Cines Unidos

- **Customer operations:** Cut customer wait times 10% by redesigning service flow; lifted concession sales 8% through upselling and team coaching across 5 departments.

Nov 2012 — May 2015

Sales Manager

Planeta Sport · Exather C.A.

- **Sales leadership:** Increased sales 25% with local campaigns and strategic alliances; led a team of 18 sales associates, consistently exceeding targets by 10%.

Featured Projects

Cauchera System Pro v7

2025

React · Firebase · Vercel

- **Delivered:** Full-stack inventory and sales management system for a tire distributor (Duralven): 4 warehouses, full audit trail, role-based security rules — in daily production use.
- **Impact:** Every stock movement traceable to user and date; multi-item sales flow, duplicate prevention and period-filtered Excel reporting.

Caja San Jose — Parish Treasury System

2025

React · Firebase · Vercel · PWA

- **Delivered:** Web-based treasury system in production for Parroquia San Jose: dual-currency income/expense tracking, cashier and admin roles, security audit scored 95/100.
- **Impact:** Moved the parish administration fully online with ZERO-TRUST Firestore rules and installable PWA for the administrative team.

Key Skills and Tools

Operations and Management

- Team leadership (up to 20 staff)
- Inventory control (SAP, FIFO/FEFO)
- KPI reporting and Excel dashboards
- Process documentation and SOPs
- Customer success and onboarding
- Google Workspace · Notion · Trello

Web Development and Automation

- React · JavaScript · HTML/CSS
- Firebase (Auth, Firestore, rules)
- Vercel deployment and serverless
- n8n workflow automation
- Web security audits (zero-trust)

Marketing and CRM

- HubSpot CRM (certified)
- Email marketing (certified)
- Google Ads (certified)
- Canva Pro and content design
- Copywriting ES/EN
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Certifications and Education

HubSpot CRM · HubSpot Email Marketing (valid Dec 2027) · Google Ads (Jan 2025) · Cisco Introduction to Cybersecurity (Jan 2025) · EF SET B1 English (Jul 2025) · Smartscorp Laptop Electronics Advanced, 40h (Jul 2025)

Bachelor of Education — Industrial Mechanics

2012

Universidad Pedagógica Experimental Libertador (UPEL) — Barquisimeto, Venezuela

Languages

Spanish: native · English: B1 certified (EF SET 45/100, Reading C1) — actively improving with AI tools