

Sebastián Jara

Marketing Automation & AI Specialist | Lifecycle & Email Marketing · HubSpot · Klaviyo · Webinar Funnels

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Summary

Marketing automation and AI specialist with a design background and 4+ years building email campaigns, landing pages and lifecycle flows for B2B and DTC companies across the US, Europe and LATAM. At Xtendo Global (1,500+ employees) I run end-to-end webinar funnels in HubSpot and lead AI adoption in the creative team, using Claude, Make and n8n to ship campaigns in a fraction of the usual time.

Experience

Xtendo Global	Remote
Brand & Design Strategy Lead	Aug 2026 – Present
- Build and run end-to-end webinar funnels in HubSpot: landing pages, invitation and follow-up email sequences and automated workflows, increasing email CTR and registrations. - Designed AI-powered production systems in Claude that cut landing page delivery from 4–5 days to 1 (75%+ faster). - Drive AI adoption: training 2 designers on AI-assisted workflows and managing priorities and delivery in Monday.com. - Created the brand guidelines and company-wide templates during the corporate rebrand, working directly with the CEO of a B2B BPO & CX company (1,500+ employees).	
Freelance	Remote
Brand & E-commerce Designer	Oct 2025 – Present
- Set up Klaviyo integration and automated email flows for a US pet-supplement brand (Paw Royalty) as part of a custom Shopify launch. - Migrated a 2,000+ SKU store to Shopify 2.0 (Folkways) with zero performance loss, using AI-assisted Liquid/HTML/CSS development.	
B-WAY	Buenos Aires (Hybrid)
Brand Manager	Aug 2024 – Dec 2025
- Led a 5-person marketing and creative team executing campaigns across three markets (US, Brazil, Argentina). - Implemented AI and automation workflows (Claude, ChatGPT, Make) for asset production and reporting, reducing lead times by ~30%. - Managed the DTC store and data-driven landing pages that improved CTR; ran trade-show lead generation (300+ attendees).	
B-WAY	Buenos Aires
Product Designer	Nov 2023 – Aug 2024
Designed e-commerce and social assets that measurably improved CTR and engagement across paid and organic channels.	
Freelance	Remote
Graphic & Brand Designer	2022 – 2023

Skills

Marketing Automation
HubSpot (emails, landing pages, workflows), Klaviyo (flows, campaigns), Webinar Funnels, Lead Nurturing, Email Sequences
AI & Automation
Claude, ChatGPT, Gemini, NotebookLM, Prompt Engineering, AI Workflow Design, Make, n8n, AI Enablement
Growth & Web
Landing Pages, CRO, Lifecycle Marketing, LinkedIn Content, Shopify, Liquid, HTML/CSS
Creative & Ops
Figma, Adobe CC, Motion Graphics, Design Systems, Monday.com, Team Leadership
Languages
Spanish (native), English (advanced – C1, Cambridge CAE)

Education & Certifications

Bachelor's Degree in Graphic Design · UADE	2019 - 2024
Bachelor's Degree in Multimedia & Interaction Design · UADE	2020 - 2024
Digital Marketing & E-commerce Certificate · Google	2025