

Adrian Gauna

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BUSINESS DEVELOPMENT SUMMARY

- Seasoned professional with over 20 years of experience in driving sales growth and forging strategic partnerships in diverse industries including tech startups and Fortune 500 companies.
 - Proven track record in achieving a 40% increase in new business and doubling client retention rates.
 - Committed to cultivating strong alliances and implementing forward-thinking strategies to deliver outstanding results.
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PROFESSIONAL EXPERIENCE

Director of E-commerce and AI Implementation

Gold Root Solutions DBA: MellowLazy.com and OliIdea.com

2021 – Present

- **Pioneering AI and Marketing Strategist:** Led the early adoption of AI tools such as OpenAI, Hugging Face, Azure, Gemini, and Claude for business operations, optimizing content creation, market trend analysis, and SEO.
- **Strategic Product and E-commerce Manager:** Directed the development and marketing of diverse product lines across multiple online platforms, significantly boosting visibility and sales.
- **Data-Driven Project Leader:** Applied market research and sales data to make informed strategic decisions, effectively managing website development and e-commerce operations.
- **Developing Conversational Chatbot:** Leading the creation of a SASS solution to revolutionize customer experience and engagement in the new product development industry.

Sales Consultant and Mentor, MobileHelp | Boca Raton, FL

2018 - 2022

- **Sales Mentorship and Strategy Expert:** Elevated team performance in customer engagement through "Active and Critical Listening" mentorship.
- **Results-Oriented Sales Professional:** Applied consultative selling techniques, reducing conversation times by 20%, while increasing conversion rates and maintaining a customer satisfaction rate over 95%.
- **Customer Needs Assessment and Upselling:** Conducted consultative assessments, crafting personalized solutions that effectively increased upselling opportunities.

- **Market Segmentation Specialist:** Expanded South Florida market presence for a boutique beauty and skincare brand through effective market segmentation and outreach.
 - **Client Relationship Manager:** Cultivated key client relationships, achieving an impressive average profit margin of 300%.
 - **International Negotiator:** Maintained constant communication and negotiation with manufacturers across three continents, producing a substantial 600-850% net profit per unit on select products and a rich catalog of offerings.
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SKILLS and CONSULTING

- **Advanced/Native proficiency:** Spanish
- **Certifications:** Google Data Analyst Certification 2023
- **Technical Skills:** GoogleAds, GoogleCloud, AWS, AmazonMerchant, MetaAds, Salesforce, NetSuite, Zoho, ACT, PhotoShop, Publisher, MidJourney, DallE
- **Specializations:** AI tools (ChatGPT, HuggingFace, Github, Gemini, Mistral, Anthropic Claude, LLAMA3, and more), digital marketing, e-commerce, market research, data analysis, strategic partnership development

Consulting Projects:

- **Permagard US (2015):** FL Auto dealership study (Miami)
 - **TracFone (2014):** B2B sales training material (Miami/Ft.Laud FL)
 - **Seccion Amarilla (2013):** B2B marketing strategy (Miramar FL)
 - **Esthetique (2013):** International event coordination and sales (DF Guadalajara Monte Rey Bogota Santiago Dubai)
 - **Johnson and Johnson Team Realty (2013):** South Florida Marketing and Direct Mail Campaign (Coconut Creek FL)
 - **Orkin Pest Control/Netpique (2012):** Sales Training for Outside B2B
 - **NFIB (2012):** South Florida Donation Coordinator (National Federation of Independent Business)
 - **Dish Network (2012):** South Florida B2B Sales Management (Boulder CO)
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EDUCATION

Florida International University (FIU) | Miami FL | B.A. in Political Science, May 2003

- Thespian Honor Society