LUIS ARRIECHE

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PROFESSIONAL SUMMARY

Sales Development Representative and AI Data Ops contributor with 4+ years in high-volume, quality-scored phone and language work. At G&A Partners, generates ~5 Sales Qualified Leads (SQLs) a month by prospecting US SMBs (5–99 employees) for PEO services, running 600–800 dials a week and 50–100 personalised emails a day (5–8% reply rate) across Salesforce, Outreach, Orum, ZoomInfo and 6sense. In parallel, evaluates and produces speech and language data for AI teams at LILT, RWS TrainAI and Mindrift, building on two years of geo-data verification for TELUS Digital (97%+ accuracy) and 3 years as an L4 English–Spanish consecutive interpreter. English C2, native LatAm Spanish, French and Portuguese B2.

PROFESSIONAL EXPERIENCE

Sales Development Representative (SDR)

G&A Partners

Jul 2026 – Present | Buenos Aires, Argentina

- Prospect US SMB accounts in G&A's core PEO ICP (5–99 worksite employees, no in-house HR), reaching owners/CEOs, CFOs/controllers and HR leaders by phone, email and LinkedIn, and selling the meeting rather than the product.
- Generate ~5 SQLs a month since Jul 2026 (meetings accepted by a Business Advisor and advanced to Stage 1+), beating the team's 30- and 60-day ramp goals (1 and 3 SQLs) while scaling toward the 10/month ramped target.
- Run 600–800 dials a week, meeting the team's 600+ weekly call standard, alternating Orum parallel dialing for mass outbound blocks with Outreach power dialing for targeted, intent-led lists.
- Send 50–100 personalised emails a day through Outreach sequences with 70%+ deliverability and a 5–8% reply rate, layered with LinkedIn touches to multi-thread decision-makers.
- Qualify every meeting on WEMP (Why, Employees, Medical, Payroll), capturing medical carrier and renewal month to time outreach around benefits renewals and hand Business Advisors a context-rich opportunity.
- Translate PEO value (payroll, HR and compliance, Fortune 500-level benefits, workers' comp and risk management) into clear business outcomes, handling objections on cost, control and incumbent providers.
- Prioritise accounts with ZoomInfo firmographics and 6sense intent signals, and log every touch, outcome and follow-up in Salesforce for full pipeline visibility and clean handoffs.
- Share objection-handling tactics and market feedback daily with SDR peers, Sales Ops and Business Advisors over Microsoft Teams, balancing individual activity KPIs with team pipeline goals.

AI Data Ops Contributor – Speech & Language Evaluation

LILT · RWS TrainAI · Mindrift (Freelance)

Jun 2026 – Present | Remote

- Evaluate AI-generated and recorded audio for LILT across multi-batch audio evaluation projects, rating accuracy, naturalness and fidelity against detailed client guidelines, and contribute to voice-recording data collection.
- Qualified with RWS TrainAI for live speech-to-speech and TTS ELO ranking in Spanish, writing turn- and timestamp-cited rationales for each quality dimension.
- Produce Spanglish code-switching speech data for Mindrift's CodeSwitch Audio project, alongside multilingual voice annotation and verbatim transcription in English (US/UK) and Spanish (Argentina, LATAM, Mexico).
- Apply an interpreter's ear and sociolinguistics training to dialect, accent and register judgments, keeping throughput and quality consistent alongside a full-time SDR role.

Geo Data Evaluator – Business Verification/Customer Outreach

TELUS Digital AI (TIAI)

Apr 2024 – Feb 2026 | Remote

- Conducted 100+ daily systematic outbound calls to business owners/employees across retail, hospitality, healthcare, and professional services to verify operational status, contact details, and service information for AI-driven platforms (Google Maps & Search), ensuring listing accuracy and end-user reliability.
- Secured verbal consent for recorded calls per compliance protocols and followed structured verification scripts, adapting communication to each business owner’s context while maintaining professionalism and clarity.
- Managed diverse edge cases (wrong numbers, voicemail, disconnected lines, refusals, partial information) with composure and problem-solving, achieving 70%+ first-contact success and 97%+ data accuracy under strict productivity benchmarks (20 calls/hour, 180s/task goal time).
- Completed real-time written documentation in AI-supported platforms while actively engaging business owners, ensuring complete traceability and operational accuracy for all verification tasks.

- Rapidly mastered verification workflows and industry-specific terminology, enabling efficient, accurate information gathering and resolution of discrepancies.
- Maintained compliance-driven communication throughout all interactions, prioritising data integrity and business owner satisfaction.

L4 Consecutive Interpreter (English/Spanish)

SGF Global
Oct 2021 – Nov 2024 | Remote

- Delivered 45+ daily high-stakes live interpretation sessions and personalised customer assistance across medical, financial, insurance, public service and emergency contexts, ensuring clear, accurate, and empathetic communication in every exchange.
- Developed 20+ sector-specific terminology glossaries and customised scripts, improving consistency and service quality in accordance with sector/industry-specific requirements.
- Coordinated complex multi-party communications, including appointment scheduling and information verification, directly enhancing customer experience and satisfaction.
- Maintained exceptional composure and professionalism in emotionally charged situations, leveraging attentive listening and discreet handling of sensitive information.
- Applied structured communication protocols, including consent management and data verification, ensuring full compliance with confidentiality standards (GLBA, HIPAA, PII, and PHI compliance).
- Consistently exceeded QA expectations after scheduled feedback/coaching sessions through accurate, empathetic communication and precise information transfer, showcasing outstanding reliability and service quality standards across diverse industries and stakeholder negotiations. Prioritised quality and service satisfaction over rendition speed at all times.
- Collaborated effectively with cross-functional teams, providing structured team feedback and learning materials to enhance service delivery in high-volume remote environments.

Delivery Assistant/Store Associate

COTO Supermarkets
Jan 2021 – Sep 2021 | Buenos Aires, Argentina

- Supported high-throughput retail operations, coordinating 25+ daily orders with 90%+ on-time completion, demonstrating strong organisational skills and deadline adherence from earlier roles.
- Actively communicated with customers to confirm details, manage expectations, and resolve concerns with a solution-oriented approach, showcasing adaptability and courtesy from a developing customer-centric mindset from early on in previous roles.
- Collaborated across departments to streamline operations and proactively address client needs, improving experience and retention.

Customer Support & Portability Agent

Alcanzo
Jun 2020 – Dec 2020 | Remote

- Managed 30+ daily multi-channel inquiries (phone, chat) for telecom portability, billing, and service transitions, achieving 80%+ first-contact resolution through excellent service, troubleshooting and empathetic communication.
- Guided customers through complex porting workflows, educating them on technical eligibility, timelines, and value-added services (e.g., premium plans, bundled features) to drive satisfaction, retention, and upsell conversions.
- Maintained meticulous CRM records and tickets in Zendesk and Celsis, documenting all porting requests, billing disputes, and service modifications with full traceability and regulatory compliance.
- Consistently met SLA targets in high-volume, time-sensitive environments, balancing speed with accuracy while managing multiple concurrent cases under strict deadlines.
- Collaborated with internal teams (billing, technical support) to escalate issues, verify porting status, and ensure seamless service transitions.

EDUCATION

- Faculty of Philosophy & Letters, University of Buenos Aires (UBA)
  BA in Linguistics, specialising in Sociolinguistics | Started September 2024 | Currently on hold
- Normal School of Higher Education in Modern Languages 'Sofía E. B. de Spangenberg'
  Bilingual High School Diploma, Specialisation in Natural Sciences | Graduated December 2018
  Languages: English (Primary), Italian (Secondary) | GPA: 8.5/10

CERTIFICATIONS

Language Certifications

- EF SET English Certificate: C2 Proficient, 74/100 (2022)
- French B2 Certificate: A- (91%), French for Business: A+ (96%) – Busuu (2022)

- Portuguese B2 Certificate: B- (82%) – Daily Life, Business & Travel Communication – Busuu (2024)

Technical Certifications

- Linux System Administration Certificate – EducaciónIT (2024)
- SAP Enterprise Readiness Academy – Remote Work & Virtual Presentations (2020)
- Accenture ABC MS Suite Certification – Word, Excel, PowerPoint for Business (2020)

SKILLS

Sales Development & Outbound Prospecting

- Outbound cold calling and multichannel sequencing (calls, email, LinkedIn) for SMB B2B lead generation
- Parallel (Orum) and power (Outreach) dialing to maximise live conversations across 600–800 weekly dials
- Cadence and sequence management for systematic, structured prospect nurturing
- Lead qualification on WEMP (Why, Employees, Medical, Payroll) and SQL meeting-setting, with clean handoff of Stage 1+ opportunities to Business Advisors
- Objection handling and rapid rapport-building under fast-paced, KPI-driven daily targets
- Account research and prospect prioritization using firmographic and intent data
- Email sequencing and deliverability: 50–100 daily sends, 70%+ delivered, 5–8% reply rate

AI Data Ops & Speech Evaluation

- Speech, TTS and speech-to-speech evaluation (ELO/pairwise ranking, rubric scoring, written rationales)
- Code-switching (Spanglish) speech data, voice annotation and verbatim transcription
- Guideline-driven QA on annotation platforms (SuperAnnotate, Benchito) with consistent accuracy at volume

Multi-Channel Communication & Documentation

- Multi-channel support (phone, chat, email) with structured workflows
- Real-time written documentation for traceability and operational accuracy
- Cross-functional collaboration with internal teams to share customer feedback and recurring issues
- Structured record-keeping to identify patterns and improve processes

Technical & Operational Proficiency

- MS Office Suite (Word, Excel, PowerPoint) – Certified | Google Workspace (Docs, Sheets, Gmail, Drive) – Proficient
- Ticketing Platforms & Databases (Zendesk, Celsis) | Salesforce CRM (pipeline tracking, lead status logging, and opportunity handoff)
- Orum (parallel dialer for high-volume outbound calling) | Exotel (advanced AI-powered dialer)
- Outreach (multichannel sequencing and cadence management) | ZoomInfo (contact and firmographic data for account research)
- 6sense (intent-signal data for prospect prioritisation) | Microsoft Teams for cross-functional operations

Customer Service & Support Execution

- High-volume inbound/outbound phone handling (50/100+ daily interactions)
- First-contact resolution (70%+ success rate) with full issue ownership
- Empathetic de-escalation and conflict resolution for sensitive interactions
- Active listening, tone control, and professional call etiquette
- Brand-aligned communication ensuring consistent client experience

Linguistic Competency

- English: C2 Proficient (EF SET certified, 74/100) | Spanish: Native, LATAM | French: B2; Portuguese: B1–B2
- 3 YOE as L4 consecutive interpreter (English–Spanish) | Expert cultural brokering and dialectal mediation
- Terminology management and glossary compilation

Problem Solving & Compliance

- Structured verification workflows and multi-step protocol execution
- Compliance adherence (verbal consent protocols, confidentiality frameworks)
- Composure under pressure in high-volume, time-sensitive settings
- Proactive anticipation of client needs and service barriers