

JESUS SALINAS

Customer Success · Onboarding · Product Support

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Open Work Permit · Bilingual English / Spanish

SUMMARY

Bilingual (English / Spanish) professional with 13+ years in consultative sales and team leadership in real estate. Top seller at RE/MAX Peru three years in a row (2015–2017), then Head of Operations, leading and coaching the agent team. Since moving to Canada, built CRM and operations software for small businesses using AI-assisted development, including a client CRM an accounting firm uses every day and a ticketing and diagnostic system for a refrigeration company. Diploma in Computing Studies and Information Systems, Douglas College.

PROFESSIONAL EXPERIENCE

Web Developer

Jul 2025 – Sep 2026

CM&A Bookkeeping and Tax Services Inc. · West Vancouver, BC

- Built the firm's client CRM (Next.js, Supabase, Vercel) using AI coding agents (Claude Code, Codex); the team uses it every day to track clients, tasks and deadlines.
- Led the project end to end: gathered requirements from staff, mapped workflows, tested, deployed and fixed issues in production.
- Trained staff on the CRM and wrote its user manual.
- Cleaned up and reorganized part of the bookkeeping client database.
- Rebuilt the company website and improved its social media presence.

Freelance Software Developer

Sep 2025 – Aug 2026

Self-employed · Client: Below Zero Refrigeration · BC

- Built a ticketing system and client database for a refrigeration repair company, using AI-assisted development.
- Built a diagnostic app that helps technicians troubleshoot refrigeration equipment on site.
- Turned the owner's day-to-day problems into clear requirements and tested each release with the team.

Refrigeration Mechanic Helper

Apr 2025 – Jul 2025

Below Zero Refrigeration Inc. · West Vancouver, BC

- Assisted technicians on service calls at customer sites.
- Noticed the company had no real client database or service history for the units it worked on, which led to the software contract above.

Building Cleaning Specialist

Nov 2023 – Apr 2025

Alliance Maintenance Ltd. · Vancouver, BC

- Cleaned and maintained common areas, including lobbies, hallways and stairwells, in office and residential buildings.

General Labourer, on call

Sep 2023 – Oct 2023

True North Labour Inc. · Burnaby, BC

- Cleaned up job sites and loaded materials on construction projects.

Manager

Nov 2022 – Jul 2023

Wingross Company S.A.C. · Lima, Peru

- Designed and rolled out a reorganization plan that grew sales by 30% in four months.
- Ran office administration, inventory and warehouse logistics for a medical uniform manufacturer.

Sales Representative

May 2022 – Sep 2022

Promotora Opcion S.A. EAFC · Lima, Peru

- Built client relationships and advised customers on group financing plans for buying cars and other goods.
- Prepared daily, weekly and monthly sales reports.

Loan Advisor

Jul 2021 – Apr 2022

Trust Global S.A.C. · BBVA agreement · Lima, Peru

- Advised customers on loan options, ran credit checks and guided them through the application process.

Head of Operations

Jan 2016 – Jan 2021

RE/MAX Elite (Corporación Himalaya S.A.C.) · Lima, Peru

- Ran day-to-day office operations and led a team of up to 40 agents, coaching them to close deals.
- Trained new managers, interviewed new hires and tracked office sales metrics for the broker.
- Kept selling while leading the team, earning the RE/MAX Peru Club Presidente top-sales award in 2016 and 2017.

Real Estate Advisor

Jun 2013 – Dec 2015

RE/MAX Elite (Corporación Himalaya S.A.C.) · Lima, Peru

- Handled residential sales from first contact to closing, mostly through referrals.
- Earned the RE/MAX Peru Club Presidente top-sales award in 2015. Registered realtor, Peru Ministry of Housing, No. 4869.

Earlier Real Estate Experience

Coldwell Banker, 2009 – 2010 · Master House, 2008 – 2009 · Independent agent, 2005 – 2007 and 2010 – 2013 · Lima, Peru

EDUCATION

Diploma, Computing Studies and Information Systems

Sep 2023 – Aug 2025

Douglas College · New Westminster, BC

Real Estate Agent Specialization Diploma

2010

Ricardo Palma University · Lima, Peru

Computing and Informatics, studies not completed

2002 – 2004

San Borja International Technological Institute · Lima, Peru

CERTIFICATIONS AND COURSES

- HubSpot Service Hub Software Certification, in progress, expected Oct 2026
- Coaching Certification, Top Trainer Top Connection, 2019
- Digital Marketing, Digitalizate, 2017
- Platzi: Frontend Developer and Git and GitHub, 2022 · Python Fundamentals, 2023

SKILLS

- **Client work:** consultative sales, onboarding and training, negotiation, conflict resolution, team coaching
- **Tools:** CRM design and administration, AI-assisted development (Claude Code, Codex), HubSpot (in progress), Supabase and basic SQL, Next.js, Vercel, Git and GitHub, MS Office, Meta Business Suite
- **Languages:** Spanish (native), English (professional working proficiency)