BENJAMÍN DEL PINO

BUSINESS & ECONOMICS BACHELOR - DIGITAL MARKETING ASSOCIATE @ BRAINLABS

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PROFILE

I'm a recent business and economics bachelor's graduate from Universidad Austral, invested in learning about AI, product, and strategy, with a growing interest in automation and augmentation. Influenced by my upbringing experiences in the UK and Chile, I have developed an independent, reliable, and open-minded character. In more recent years, university, entrepreneurship, and work have ignited a particular alignment to the tech industry. I'm currently working as an Associate, Paid Search, at BrainLabs, a multi-national media agency.

WORK EXPERIENCE

Associate, Paid Search - BrainLabs   **August 2025 - Present**

- Digital Marketing associate supporting Google Ads campaigns for a Real Estate firm from the USA. Google Ads, Tag Manager, Client Communication, Team Operations, Google Sheets, Data Analytics.
- Built a regional pacing sheet (Google Sheet) that the entire team now uses.
- Automated a manual process with the Google Ads API.

Independent Research - RFP Research (Part Time)   **February 2025 - August 2025**

- Thorough research and document creation for the podcast: Lenny's Podcast.
- Research about Business, AI, Tech, Product & more, involving leaders from Anthropic, Revolut & more.
- I built and deployed the rfp-research.com website.
- Built a python workflow to automate data extraction and analysis from YouTube videos using the YouTube API and the Gemini API. Later turned into a development-stage application with a fully-working interface.

Data Science & Tech Intern - Beta Sigma (Part Time)   **September 2024 - August 2025**

- Challenging internship in which I used my economic background and developed technical data-science & AI skills.
- Skills: Python (Pandas, web3, AI APIs & more), Databases, Communication, Regressions & Econometrics.
- **Project 1**: Blockchain Lending Protocols Risk Analysis: Smart Contracts, Crypto & DeFi.
- **Project 2**: Local Hosting LLMs & Custom MCPs: MCP designed to write SQL queries to interact with Blockchain data. Local hosting of open-weights LLMs in the Ollama interface to make the project cost-efficient.

Startup: Ice - Cream delivery franchise (Self-employed)   **2020-2023**

- Ice-cream delivery small business in which we bought and sold Fragola's ice-cream.
- Over 100 clients for more than 3 years.
- Skills: Sales, Marketing, Supplier Relations, Customer Relations, Strategy.

EDUCATION

Universidad Austral, Buenos Aires, Argentina (2021 - 2024)

- Volunteer at CECAM, assisting the Women Entrepreneurs Program.
- Mentor and Advisor to first years students during final years.
- Contributor in the book, "Econometrics with Simulations"

Colegio Los Robles, Argentina (2005 - 2010 & 2019 - 2020)

Queen Elizabeth II High School, Isle of Man (2015 - 2018)

- High School Work Experience Program: Barclays Bank (1 week) and The Department of Education (1 week).

Colegio Monte Tabor, Chile (2011 - 2015)

ADDITIONAL INFORMATION

- **Technical Skills:** Excel / Google Sheets, Python (Pandas, Data Science, APIs, AI Workflows), Web3 (Blockchain), Google Ads, Google Ads API, LLM APIs, Model Context Protocol.
- **Soft Skills:** Communication, presenting, problem solving, leadership
- **Languages:** Native Spanish & English.
- **Here's what I've read:** GoodReads.   -   Here are **more projects**.