

Jairo Amaya Celis

Bogotá, Colombia • +57 302 836 1979 • jairoeamayac@javeriana.edu.co • linkedin.com/in/jairoamayac

PROFESSIONAL PROFILE

Industrial engineering student and founder with a track record of solving structured operational problems and delivering measurable results. I diagnose how organizations actually work, quantify inefficiency, and rebuild processes around data and automation, achieving up to 90% reductions in manual processing time for clients across manufacturing, energy, and construction. Selected in four international innovation competitions in 2026 (three first-place finishes) and published by Springer on verifiable data in construction. I combine analytical rigor with execution: primary research and multivariate analysis on one side, building and shipping the solution on the other.

EXPERIENCE

Ceston — Founder, Process Automation & Data

Bogotá, Colombia | Feb 2024 – Present

- Build end-to-end automation and data solutions for operations-driven companies, leading each engagement from problem scoping to delivery.
- Automated reporting pipelines that cut manual processing time by up to 90%, improving operational visibility and decision speed.
- Diagnose client processes before automating them, turning unstructured operational data into actionable systems with Python, Power BI, and SQL.

Truway — Co-Founder

Bogotá, Colombia | 2026 – Present

- Blockchain infrastructure on Stellar that makes donor funding traceable and verifiable for NGOs, addressing transparency in the social sector.
- Selected participant at Stellar Builder Summit and Stellar House (São Paulo, 2026), engaging directly with Stellar leadership and the LATAM ecosystem.

Prolub — Market Intelligence & Business Analyst

Bogotá, Colombia | Jun 2025 – Dec 2025

- Led a benchmarking study across oil & gas, construction, and manufacturing, analyzing competitor strategies and product portfolios through primary research and industry interviews.
- Built structured datasets and Power BI dashboards; delivered executive reports supporting leadership-level decisions.

MercadoLibre — Data Analyst (Market Study)

Bogotá, Colombia | Jan 2025 – Jun 2025

- Built a 5,000-row database and ran SPSS multivariate analysis (cluster, ANOVA, regression) to profile consumer behavior.
- Isolated 3 high-value consumer segments, informing a go-to-market strategy projected to lift campaign ROI by 25%.

AWARDS & COMPETITIONS

- Winner — Vendimia Hackathon, Mendoza, Argentina, 2026.
- Winner — Pulso Hackathon, international competition across the Americas hosted by the Stellar blockchain ecosystem, 2026.
- Winner — Etherfuse Bounty "Emerging-Market Yield, Brazil-first", Stellar Builder Summit, São Paulo, Brazil, 2026.
- Finalist (5th of 500+ participants) — 30X × Colsubsidio Hackathon, Bogotá, 2026: conversational insurance advisor automating an end-to-end sales process.

RESEARCH & SPEAKING

- Author & Speaker — BIM + Blockchain integration for verifiable construction data; published by Springer and presented at the Colombian Computing Congress, Cartagena, 2026.
- Published author at international conferences on education and computing.

EDUCATION

Pontificia Universidad Javeriana

Bogotá, Colombia

B.S. in Industrial Engineering

Expected 2027

Relevant coursework: Operations Research, Process Optimization, Data Analysis, Business Intelligence, Statistics, Project Management, Supply Chain & Logistics.

SKILLS & CERTIFICATIONS

Data & Analytics: Python, SQL, SPSS, Power BI, Excel (advanced), FlexSim (discrete-event simulation), RapidMiner, web scraping, dashboard automation.

AI & Automation: LLM application development (LangChain, Anthropic and OpenAI APIs), agentic workflows, RAG pipelines, prompt engineering, Claude Code, n8n / workflow orchestration, AI-assisted development.

Development & Tools: JavaScript, React, HTML/CSS, Git, Notion, Supabase, blockchain development on Stellar (Soroban smart contracts).

Business: Process optimization, operations analysis, requirements gathering, stakeholder reporting, project management, data-driven decision making.

Languages: Spanish (native), English (professional, B2), Portuguese (intermediate, B1).

Certifications: Salesforce Platform Basics, Trailhead (2026); Data Scientist Career Path (2025) and BI Data Analyst (2024), Codecademy; Artificial Intelligence, MinTIC Colombia (2024).