

JUAN SEBASTIÁN ORJUELA OCHOA

International Trade Specialist · Freight Pricing · Logistics Operations · Data Analytics & E-Commerce

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Juan Sebastián Orjuela Ochoa

● Immediately Available

SYSTEMS & TOOLS

CargoWise
SAP MM
Power BI
Advanced Excel
SQL Queries
WooCommerce
ChatGPT · Copilot
Gemini · Claude (AI)

LOGISTICS & FREIGHT

- Ocean Freight
- FCL · LCL
- Air Cargo
- 3PL · 4PL
- Freight Forwarding
- LTL · FTL
- Customs Clearance

PRICING & FINANCE

- Freight Pricing
- Rate Analysis
- Revenue Management
- Cost Control
- P&L Analysis
- Tariff Analysis
- Procurement

INTERNATIONAL TRADE

- Incoterms 2020
- Import / Export
- Trade Compliance
- Market Research
- Customs Regime · C-TPAT
- Customs Brokerage

LANGUAGES

Spanish Native

English B2 Upper-Int.

EDUCATION

B.S. International Trade
& Finance
U. Jorge Tadeo Lozano · 2012–2019

PROFESSIONAL SUMMARY

International Trade & Freight Pricing Specialist with 7+ years of experience delivering measurable financial results across global logistics operations. Combines deep expertise in ocean and air freight cost control (FCL/LCL), revenue management, and international tariff structuring with advanced data analytics capabilities — Power BI, SQL, Advanced Excel, CargoWise and SAP MM. Led end-to-end e-commerce projects on WooCommerce fully integrated with U.S. import supply chains, creating real competitive advantages in pricing and product availability. Bilingual (ES/EN), results-driven, and ready to deliver value from day one in freight forwarding, foreign trade, international procurement, operations, or Customer Success roles.

WORK EXPERIENCE

Business Advisor & E-Commerce

Jan 2026 – Present · Bogotá

All Road Automotive Electronics (Auto Parts)

- Designed and launched a WooCommerce e-commerce store integrated in real time with the U.S. import supply chain, eliminating stockouts and boosting the business's digital conversion rate.
- Structured the full end-to-end import supply chain — supplier, FCL/LCL freight, customs, inventory and sale — negotiating with multiple forwarders and cutting logistics costs without compromising lead times.
- Built a digital pricing strategy aligned with import cost structure and Incoterms, growing gross margin and achieving differentiated positioning against competitors in the auto parts segment.
- Managed end-to-end import operations with zero customs holds, coordinating origin suppliers and local freight agents across every logistics stage.

Ocean Revenue Care Specialist

Jun 2025 – Dec 2025 · Bogotá

Kuehne + Nagel — Top 3 Global Freight Forwarder

- Identified and corrected revenue leakages in FCL/LCL import operations to the U.S. by implementing cross-checks in CargoWise that directly impacted the area's P&L.
- Recovered unrecorded billing amounts through systematic per-shipment margin analysis, improving invoicing cycle accuracy.
- Shortened the financial closing cycle by coordinating operations, accounting, and customer service teams, generating faster cash flow for the area.

Business Advisor & E-Commerce

Jan 2023 – Jun 2025 · Bogotá

Tecno Jeep (Auto Parts)

- Launched an e-commerce platform for imported auto parts with direct pipeline integration to the U.S. import supply chain, ensuring real-time inventory availability.
- Structured the full import chain (supplier–origin–freight–customs–sale), optimizing consolidations and reducing costs across multiple forwarders.
- Developed a digital pricing model based on import cost structures, Incoterms, and market benchmarking, growing gross margin and gaining competitive ground.
- Maintained zero customs holds over 2.5 years, managing all import documentation autonomously.

Pricing Analyst – Procurement

Nov 2021 – Nov 2022 · Bogotá

Global Logistical Connections INC

- Managed international route quoting with high tariff accuracy in SAP MM, improving commercial close rates and proposal competitiveness versus the market.
- Coordinated a network of freight agents and international suppliers, achieving logistics cost savings on high-frequency routes.

Air Cargo Agent – Operations

Feb 2021 – Aug 2021 · Bogotá

Avianca Cargo

- Supervised air cargo warehouse operations with a zero-error rate in export documentation issuance throughout the entire assignment.

Customer Service Advisor

Jan 2020 – Aug 2020 · Bogotá

DHL Express — Global Distribution Network

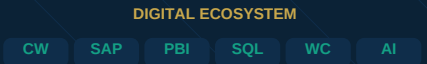
- Advised B2B clients on import/export processes, freight rates, and customs regulations, achieving a high retention rate within the assigned portfolio.
- Resolved the majority of cases on first contact by applying Incoterms expertise and DHL routing knowledge, significantly reducing operational escalations.

International Trade Consultant

May 2018 – Jan 2020 · Bogotá

Incodepf SA

- Designed logistics cost structures for export clients, reducing total operational costs through Incoterms analysis, optimal routing, and carrier negotiation.
- Acquired and managed new international clients with full origin-to-destination logistics operations and a high on-time delivery rate.



- SOFT SKILLS
- Analytical Thinking

Results Orientation

International Negotiation

Cross-functional Teamwork

CONTACT

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LinkedIn Profile

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CERTIFICATIONS & CONTINUING EDUCATION

Google Data Analytics: Data, Data, Everywhere Google ID: 615ZT8D4D91T Apr. 2026	Personal Brand Storytelling Platzi ID: 3efa9fb1 Jan. 2025
Introduction to Artificial Intelligence Platzi ID: da58c99b Nov. 2024	Business Idiomatic Expressions in English Platzi ID: bb42faa8 Dec. 2024
Prompt Engineering with ChatGPT Platzi ID: 4eebf38f Jun. 2024	Sales Techniques: Qualify & Convert Platzi ID: 5ab7489d Apr. 2022
Negotiation Strategies with Investors Platzi ID: d2529c90 Jan. 2022	Introduction to Supply Chain Management International Trade Centre ID: ZFguHFDtqX Jan. 2020
Bloomberg Market Concepts Bloomberg Oct. 2016	Internationalization of Organizations Universidad Santo Tomás Jun. 2015

Why Juan Sebastián?

Combines deep technical knowledge of international logistics with data analytics capability and e-commerce commercial vision — a well-rounded profile that converts operational data into strategic decisions and measurable business results. Google-certified in Data Analytics, with AI tools embedded in daily workflows and hands-on experience at industry leaders Kuehne+Nagel and DHL.