

KARINA SANTAMARÍA

Business Systems & Process Automation Specialist

Alicante (Spain)
Open to relocate

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I turn operational complexity into scalable ERP processes, automations and data-driven workflows.

EXPERIENCE

Grupo NETEL, Alicante | Process & Business Systems Analyst

OCT 2025 - PRESENT

Leading an AI-assisted Odoo 19 migration and process redesign, configuring ERP workflows and Python automations to improve efficiency, data consistency, reporting and user adoption.

IBG Illice, Elche | Odoo Specialist & Data Analyst

SEP 2024 - SEP 2025

Supported ERP users, resolved incidents, delivered training and coordinated with external partners to develop Odoo solutions, improving adoption, workflows and reporting.

Brildor, Benimarfull | Odoo Functional Analyst & Data Analyst

JUL 2021 - SEP 2024

Implemented Odoo/OpenERP improvements and BI reporting with SQL, Metabase and ETL, supporting users, solving issues and standardizing supply chain operations.

Brildor, Benimarfull | Product Manager

JUL 2020 - JUL 2021

Managed product catalog and e-commerce content, improving product presentation workflows with Magento, Orbitvu and Adobe Suite while supporting content and operations optimization.

EDUCATION

UPV, Alcoy | Master's Degree in Business Management (MBA)

Universitat Politècnica de València 2019 - 2021

Master's Thesis with Honors: Design of an analytical procedure to evaluate a product line within an e-commerce platform

UPV, Alcoy | Bachelor's Degree in Industrial Design and Product Development Engineering

Universitat Politècnica de València 2015 - 2019

PROJECTS & AWARDS

2021 Best Business Project Award

Citrus S.L., IX Entrepreneurial Companies and Business Projects Competition, Mancomunitat de l'Alcoià i el Comtat

2020 3rd Prize V START UPV Campus d'Alcoi Competition

Business idea/startup project, Universitat Politècnica de València

2014 2nd Prize - I Philosophy Olympiad

University of Alicante

SKILLS

Supply Chain · Functional Analysis · User Support & Training · Incident Resolution Odoo · Python Automation · SQL Power BI · Metabase · ETL AI-assisted Workflows

KEY STRENGTHS

Business-oriented ERP process design.

ERP adoption support across operational and management teams.

Bridge between operations, management and technical partners.

Process standardization across sales, inventory and invoicing.

ERP reporting and BI for data-driven decision-making

LANGUAGES

Spanish | Native
Russian | Bilingual
English | Upper-Intermediate
Catalan | Upper-Intermediate

VISIT MY WEBSITE

karsanpav.com