Hugo Maciel Fraga

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Professional Summary

University of Maryland Information Science senior graduating December 2026, available January 2027. Nearly three years of operations and sales-management experience using CRM reporting, pricing analysis, and process improvements to support a business generating approximately $2M annually. Founded a commercial B2B SaaS inventory platform built on PostgreSQL and React, combining business requirements, database design, and product development.

Education

University of Maryland College Park, MD
Bachelor of Science, Information Science. GPA: 3.68. *Expected December 2026*
Relevant Coursework: Database Design and Modeling, Data Sources and Manipulation, Data Visualization, Statistics for Information Science, Data Science Techniques

Montgomery College Germantown, MD
Associate of Applied Science, Cybersecurity. Graduated with honors. GPA: 3.83. *May 2021*

Skills

Data and Technical: Excel (PivotTables, XLOOKUP, SUMIFS), SQL (PostgreSQL, MySQL), React, JavaScript, Google Ads, Pipedrive, QuickBooks, Python (coursework), Tableau (basic), Power BI (PL-300 certification in progress)
Business and Operations: Business operations, KPI reporting, Pricing and cost analysis, CRM analytics, Commission modeling, Supplier negotiation, Inventory management, Requirements gathering
Languages: English (fluent), Portuguese (fluent)

Experience

Founder June 2026 – Present
RemnantFlow *Spencerville, MD*

- Launched and operated a multi-tenant SaaS inventory platform for countertop fabricators using PostgreSQL, React, and related web technologies; defined requirements, database structures, and product features, and participated in development, testing, and deployment.
- Acquired two paying subscribers; developed subscription pricing tiers and integrated Stripe billing.
- Built FindRemnants.com, a consumer-facing marketplace connecting homeowners with available countertop remnants; ran Google Ads search campaigns with geographic and keyword targeting, and used website analytics and lead-tracking data to monitor consumer inquiries and lead generation.

Sales Manager August 2023 – June 2026
Quick Countertop & Cabinets *Gaithersburg, MD*

- Built and presented monthly KPI reports to the General Manager and cross-functional teams, covering revenue by product category, customer segment, conversion rate, lead source, and performance against targets.
- Analyzed fabrication labor, utility, and overhead costs to rebuild pricing assumptions; developed an Excel pricing calculator used by sales representatives for quotes and margin evaluation.
- Designed a tiered sales commission structure using historical sales and profit analysis; validated performance thresholds and documented the model in English and Portuguese.
- Improved lead qualification and quoting workflows alongside marketing; qualified-opportunity conversion rose from the mid-60% range to the high-70% range.
- Negotiated supplier pricing and purchasing terms, analyzed material waste and unit costs, and supervised two employees.

Sales Representative February 2022 – August 2023
Quick Countertop & Cabinets *Gaithersburg, MD*

- Managed customer discovery, material selection, quoting, and order coordination for cabinetry and countertop projects; promoted to Sales Manager after 18 months.

Projects

UMD Information Science Capstone 2026
Project Manager

- Managing a five-person team conducting an organizational-network analysis and web-presence assessment; coordinating scope, task assignments, and deliverables.

Additional

- Portfolio and case studies: hmacielf.com/work/pricing-and-crm-reporting
- SaaS product: remnantflow.com
- Authorized to work in the U.S. without employer sponsorship