

NAME

+(01) Phone | [Email](#) | [Linkedin](#) | City, Country

PROFESSIONAL PROFILE

Bilingual (English C1) Business Administrator with extensive experience in technology, E-commerce, software, and startup industries. My expertise includes prospecting, market expansion, brand positioning, consultative sales, negotiation, closing commercial agreements, and B2B customer retention. I am characterized by my goal-oriented approach, leadership skills, analytical ability, and active listening. Proficient in using technological tools such as CRM, Salesforce, HubSpot, NetSuite, Tableau, and G-Suite."

EXPERIENCE

Company name, City

March 2022 – September 2022

Sr. Key Account Manager - KAM

Responsibilities:

- Channeled potential clients and developed commercial opportunities around the demand for last-mile transportation, cross-docking, freight, and storage services in medium and large companies, promoting a disruptive collaborative economy business model through a technological platform (mobile APP) in this sector.
- Conducted market research to improve prospecting of potential clients, generating a constant flow of quality leads in the Valle del Cauca region.
- Managed the commercial relationship with key accounts, ensuring compliance with service agreements and customer satisfaction, consolidating and extending the commercial relationship over time.

Achievements:

- Successfully opened a new area in Valle del Cauca, generating more than 400 leads through attraction strategies such as databases and networks, resulting in more than 100 potential clients in a period of 2 months.
- Designed a strategic plan to expand the operation of one of the largest B2B clients in the entire metropolitan area of Medellin, resulting in a negotiation that allowed us to increase coverage in the region by 180%, and replicate the model in the city of Cali with a projected growth of 400% in the Valle del Cauca region in a period of 8 weeks.
- Designed and implemented a strategic plan to open operations in the city of Cali, aiming to position our company in the market and meet the operational needs of our new clients. This plan included participation in industry events, identification of business opportunities, and constant customer feedback throughout 2022.

Company name, City

April 2018 – August 2021

Sales Representative MarketPlace VIS - KAM

Responsibilities:

- Execute commercial strategies aimed at growing the customer base in the southwest region, primarily in Cali, Pereira, Armenia, and Manizales.
- Foster B2B customer loyalty through managing commercial relationships, service portfolios, and operations follow-up to increase the average customer investment.
- Plan and develop integration activities between B2B customers through virtual and in-person informative events (training, seminars, meetings) with the installed base in the region to position the company as an expert ally in the sector, improve its recognition and status.

Achievements:

- Increased the number of customers in Valle del Cauca and Eje Cafetero region by approximately 300%, positioning the platform as the No. 1 reference in the region, surpassing the competition that previously held the top spot.
- Designed an online advertising format through short videos on Instagram and Facebook, taking advantage of the follower base (+450k) and replicating it nationwide in three months, improving the brand's positioning on social media, increasing the monthly average ticket, and creating a new business line for the portfolio offered to our B2B customers.

- Planned and executed four events in the region, well-received among our closing stage customers and prospects, welcoming over 300 people. These events became an expected annual gathering, allowing us to strengthen the relationship and recognition of MercadoLibre as an expert ally.

Company name, City

June 2014 – April 2018

Key Account Manager - KAM

Responsibilities:

- Identify and develop business opportunities for SaaS and specialized products with B2B clients in economic sectors such as construction, insurance, pharmaceutical industry, chemical industry, banking, among others throughout LATAM.
- Execute consultative and technical sales processes for software, promoting the generation of excellent commercial long-term relationships.
- Supervise the proper development of software implementation and support projects, alongside the technical department, always ensuring compliance with agreements and customer satisfaction.

Achievements:

- Closed the software upgrade project for payroll and human resources management in one of the largest pharmaceutical companies in the country, against competitors such as Oracle, SAP, and DigitalWare, guaranteeing compliance with customer needs while ensuring project profitability by negotiating more than COP\$1.250 MM. This client is currently still operating the software in their areas.
- Maintained customer attrition rate below 5% over time, compared to the 17% when I started leading the process. I did this through a strategy of planning software updates in key accounts, ensuring system functionality and usability.
- Increased the functional scope of a major banking sector client on two different occasions, generating growth in investment of over 60% in our product portfolio, resulting in revenues exceeding COP\$400 million.

EDUCATION

Bachelor of Business Administration BBA- (Universidad del xxxxx, 20xx).

ADDITIONAL EDUCATION

- Certificate Name (Institute, in 20xx).
- Seminar: Name (Institute, in 20xx).
- Diploma Name (Institute, in 20xx).
- English level: C1.
- Spanish: Native.

HARD SKILLS

Salesforce, HubSpot, NetSuite, Tableau, G-Suite.