

THIAGO COLOMBO RUSSELL

Sales Development Representative (SDR) | Inbound & CRM Specialist | EU Citizen | SaaS-Oriented

EU Citizen (Italian Passport) – Available to relocate or work remotely across EU

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PROFESSIONAL SUMMARY

EU citizen bilingual Sales Development Representative with proven success managing high-volume inbound leads and consistently exceeding targets. Closed 8–10 deals per month with a 20% conversion rate. Experienced in CRM systems, sales funnel optimization, and customer acquisition in digital environments.

SALES & CRM

- CRM Management
- Lead Generation
- Sales Funnel Optimization
- Inbound & Outbound Sales

TECH & DIGITAL

- Digital Lead Management
- REST APIs (basic integration knowledge)
- Basic Frontend Knowledge (HTML, CSS, JavaScript)

LANGUAGES

- Spanish - Native
- English - Advanced (B2/C1)
- Italian - Elementary (A1) - Currently Learning

PROFESSIONAL EXPERIENCE

Sales Development Representative - Nissan Autogen SA

Jul 2024 - Present

- Managed +150 monthly inbound digital leads
- Consistently achieved 100%+ monthly sales targets
- Increased follow-up efficiency and reduced response time using CRM systems
- Closed an average of 8–10 deals per month with a 20% conversion rate
- Collaborated with marketing team to optimize lead qualification process

Customer Experience Representative - El Mundo del Juguete SA

Jul 2023 - Aug 2023

- Managed customer inquiries via social media and e-commerce platforms
- Coordinated shipments, returns and exchanges
- Maintained customer satisfaction and response time KPIs

PROJECTS

- Developed a responsive website using HTML, CSS, and JavaScript
- Integrated REST API functionality
- Implemented version control using Git

EDUCATION

- Full Stack Web Development (In Progress) UTN
 - Marketing Digital Course IBM
 - High School Diploma - Economics & Business Administration
- Graduated: 2021