



ID-56695 ARIANA

SALES & BUSINESS DEVELOPMENT

Madrid, Spain

SUMMARY

Proven track record of achieving growth and delivery of results to business plans • Passionate about technology, Marketing and Digital advertising • Enthusiastic about the challenges.

EXPERIENCE

Sales & e-Commerce Manager, ADVANTIA (2020/01 – current)

Oversee and manage all e-commerce activity for Rocketfood to launch new Food Delivery Brands: website, social media, SEO/SEM, SMS, e-Mail, and online advertising.

Identify new lead opportunities. Developed growth plans for seller's accounts in Marketplaces.

Key Account Sales Director, ADGLOW (2019/05 – 2019/11)

Manage the key direct advertisers portfolio (annual investment volume exceeding 6M€) leading a team of 5-10 account managers and sales executives in coordination with other areas of the company and building relationship with Facebook, Twitter, Amazon and other Partners.

Channel Sales supervisor, REDEXIS (2018/04 – 2019/05)

Redexis, a leading energy company founded by Goldman Sachs Infrastructure Partners in 2010.

My mission was to implement corporate-wide sales plans and strategies for specific markets working closely with the regional sales teams, Channel Partners and other cross functional areas of the company.

International Key Account Manager, THEMOTION (2017/04 – 2018/03)

Video Advertising Technology (Saas) started up by The Next Chance Group.

I generated new business opportunities in European Markets, building relationships and closing deals with key advertisers (Fnac, Tous, Leroy Merlin, Momondo, Falabella, Iberia...), agencies, affiliate networks and partners. Keeping track of campaigns performance in coordination with the Customer Success and Product teams.

Business Development & Co-founder, ADVANTIA (2012/09 – 2017/04)

Human Resources and Marketing consultancy. Design and execution of the business plan and sales strategy to generate new business. 200% of annual growth.

CEO & Co-founder, INNOVATEL (2009/04 – 2016/11)

Consolidated Vodafone Enterprise Gold Partner in 2013.

Providing leadership, management and strategy to drive business growth, overseeing operational improvement across all areas. Leading a structure of 40 employees, sales executives and account managers with a portfolio of more than 800 SMBs.

EDUCATION

Bachelor in Psychology (Industrial Psychology)

Universidad Complutense de Madrid, 1997- 2002.

Higher Degree in Digital Marketing.

ESIC Business & Marketing School, 2016.

SKILLS

- ☑ Business development.
- ☑ Strategy and planning.
- ☑ Team leadership.
- ☑ Sales management.
- ☑ Relationship building and communication.

LANGUAGES

English (Advanced or Professional)

Spanish (Native)

TECHNOLOGY

MS Office 365 (Advanced user)

MS Power BI, Google Data studio

CRM (Salesforce | Agile | Zoho)

PUBLICATIONS

Ochoa, A. and Muñoz, A. (2003) "Intrinsic motivation as a key variable for the humanization of organizations". Encounters in Social Psychology Magazine, 1 (4), 70-73.