

CHRISTIAN

PROFESSIONAL RESUME

Over 15 years of experience in international sales management, project management, and customer service in various markets.

Excellent reputation for resolving problems, hitting targets, and improving customer satisfaction.

High interpersonal and intrapersonal competences, I have built rapport and fast interaction with my clients and between different working teams.

I aim to use my transferable skills from previous experiences in sales and commercial management to keep growing and especially facing new challenges.

Multilingual and international minded.



CONTACT

PROFESSIONAL EXPERIENCE

Asesor Comercial 05/23- 08/23

Ludar Solar - Barcelona

- Management of Ludar Solar B2C client's portfolio
- Prospecting new clients in B2B environment
- Study and design of Pv System projects to potential clients in B2B and B2C environments throughout Wattwin software
- Commercial visits and presentations of customized products and services
- Following up and closing the sales.

Sales achievements in B2B and B2C businesses around 20mw.

Senior Sales Executive (Digital Solar Expert) , 11/2022 - 04/2023

Hola Luz - Barcelona

- Management of the client's portfolio identified by Holaluz
- Management of the entire sales cycle.
- Video conference calls to interested potential clients who want to join Holaluz.
- Building interest and rapport before the virtual meeting, Presentations of the products and services,
- Following up and closing the sales.
- Consultancy about products to potential customers through consultative sales, Setting customized projects depending on their needs by videoconference to be able to generate a final offer for the design of their installation and guiding them on their way to become new members of Holaluz.

Sales Executive , 09/2021 - 11/2022

PRO EXPO COMMUNICATION, STANDS & EVENTS - Barcelona

KEY SKILLS

Sales (full cycle)

- Video sales
- Cold selling
- Business development
- Business strategy
- B2B & B2C sales
- CRM
- Leadership
- High level negotiations

- Market research, design, and execution of the action plan identifying and opening new business opportunities through business visits to top international companies from various industries, especially in the pharma, high tech, and energy industry at fairs in the EMEA region.
- Creation of email marketing campaigns & building rapport through cold calls, video calls, and cold emailing to potential international clients, to collaborate on their projects, listening, uncover their pains, to satisfy their needs, throughout a consultative selling to offer them the best custom-made solution for their booth's design and construction at any Exhibition they are planning to attend.
- Follow up to obtain the client's feedback and eventually finalize an agreement
- Analysis, development, and presentation of project proposals, working hand in hand with members of the project management department and production team, to obtain better results and build customer loyalty.
- Increasing brand awareness by creating content and communication materials, newsletters, mailings, etc.
- Management and updating the database of the company through CRM.
- Value of business brought while developing my business activity in only 3 months: 500k.

Senior Sales Agent, 02/2013 - 07/2021

Barcelona-Home.com - Barcelona

- Prospecting and contacting potential clients via phone (cold calls), e-mail, and face to face.
- Flexible and customized advice regarding the needs of the different clients.
- Listening in-depth to give an appropriate solution to their needs to know how and when Closing deals.
- Tracking sales and customers through the most advanced CRM system (Salesforce) and other business systems.
- Meeting and exceeding individual and territory targets and Key Performance Indicators (KPIs)

Sales agent, 02/2012 - 12/2012

BcnHousing - Barcelona

- Property scouting.
- Contacted with potential clients via phone, e-mail and in person.
- Gave flexible and personalized advice depending on the needs of the different clients.
- Close sales.

Project Manager, 02/2011 - 12/2011

SuiteLife Agency - Barcelona

- Held meetings with the client to establish their goals and be able to set realistic objectives.
- Informed the sales team about the objectives of each period, using different tools, with all the information necessary to achieve the goals.
- Prepared and presented reports for upper management regarding status of the project.
- Monitored and summarized the project progress with specific documents tailored to each client.
- Ensured that all projects are delivered on-time, within scope and within assigned budget.
- Assisted of project scope of the objectives and ensured that the information provided are reliable and realistic.
- Create and maintain comprehensive project documentation.
- Managed the relationship with the client and all stakeholders, supported with conferences call, meetings, and conventions.

Front Desk Assistant & Project Manager , 03/2004 - 10/2009

Different 5* hotels - Barcelona

Front Desk Assistant & Project Manager @ SANT FELIP NERI Hotel,
CASA FUSTER Hotel, NH PODIUM, SILKEN GRAN HAVANA, ME BARCELONA
Hotel. Helpmates Barcelona tourist agency

EDUCATION

Technical training in architecture

Sencico - Lima

Hotel and hospitality Management

CENFOTUR - Lima

UEFA A LEVEL 1 & 2

Spanish National school of football coaches - Barcelona

LANGUAGES

Spanish: Idioma nativo

English:

C1

German:

B1

Avanzado

Intermedio