



ID-64654 Alejandro



I am a senior professional in the sales sector, organized, analytical and resolute. I have more than 8 years of experience in multinational companies and more than 5 years as a Key Account Manager in technological companies such as Microsoft and Cosmo Consult (Microsoft Gold Partner).

I am characterized by the ability to analyze data, detect opportunities in the market and develop customized proposals for each client. I have achieved the sales objectives in the different companies that demonstrate the ambition and resilience I have in the sales processes.

Education

2019
AGILE SALES & MARKETING (Green, Blue & Black belt)
AGILES SALES PRO
Madrid (Spain)

2018
MASTER'S DEGREE DIGITAL MARKETING & BRANDING
ESIC
Madrid (Spain)

2017
SPECIALIZATION COURSE IN ANALYTICAL, OPTIMIZATION AND WEB 2.0
ENyD
Madrid (Spain)

2014 - 2017
MARKETING & TRADE DEGREE
ESIC
Madrid (Spain)

Languages

Spanish: Native

English:

A1 A2 B1 B2 C1 C2

Volunteering

Summer 2016
BUILD A SCHOOL BORN TO LEARN
Tanzania

Hard & Soft Skills

- Sales techniques, data analysis and design of customized commercial proposals.
- Customer loyalty and detection of new opportunities.
- Energetic, enthusiastic and decisive attitude.
- Leadership and perseverance in achieving objectives.
- Communication skills and assertive listening.

Experience

KEY ACCOUNT MANAGER – COSMO CONSULT



Madrid, October 2020 – Currently

- **KPI sales target achievement: 2021 - 105% / 2022 - 133%**
- Responsible for a group of national and international TOP clients (16 accounts) and management of new TOP customers.
- Tracking of the entire opportunity life cycle and achieving efficient closing of opportunities.
- Responsible for ensuring the value of proposals, their management, delivery and feedback.
- Coordination and engagement of pre-sales in the preparation of proposals.
- Positioning of the technological solutions that COSMO CONSULT provides, from a technical point of view, but especially functional and the business value that they bring to the customer.

KEY ACCOUNT MANAGER – MICROSOFT IBERICA



Madrid, March 2018 – October 2020

- **KPI sales target achievement: 2018 – 94% (Q2-Q4) / 2019 – 106% / 2020 – 119% (Q1-Q3)**
- Nurture the business relationship with Microsoft's OEM Distributors to help them increase their Device and Software sales.
- Responsible for driving business growth by planning sales and marketing initiatives in OEM channel (MNA's, local manufacturers and distribution channel).
- Building a strategic plan to expand devices, office and Windows through the ecosystem: OEM's, Distributors, Resellers and managing relationships with different Partners, while helping and guiding partner's with their digital transformation.
- Implementation of period sales target and weekly calls to measure week to week sales of each account to be able to track.

JUNIOR BRAND MANAGER – L'OREAL PARIS & GARNIER



Madrid, March 2017 – March 2018

- Annual Brand strategy 2018 and prepare the launch of 2019.
- Launch of the range "Elixir de Argán" and "Barber Club".
- Digital strategy in social media / Retargeting cookies.
- Tutorials, educational videos and TVC and Brand testimonials.
- Valorization of the brand with a new format strategy → Upsizing.
- Funnel 2018 for analysis of the brand (aware, consider, buy and loyalty).
- SEO optimization.

MARKETING INTERNSHIP – GENERAL MOTORS



Madrid, October 2016 - March 2017

- Creativity and activation in dealerships.
- Strategy development 360°.
- Contact all Chevrolet and Opel dealers.
- Digital strategy in social media.

Full availability

Own car

Availability to travel abroad