



Marcel Dias

SENIOR B2B SALES REP.
BUSINESS DEVELOPMENT
CRM AND EXECUTIVE EDUCATION

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Hubspot, CRM Management, Salesforce, Excel
Dashboards, B2B Sales, Budget
Finance, After-Sales, Training, Project
Management, Meetings, Trade Fairs, Public
Speaking, PPT Presentations, Error Manuals,
Weekly Reports, LinkedIn Lead Generation
EN - ES - PT

CV CANDIDATO

PROFESSIONAL EXPERIENCE

Corporate Trainer at El Corte Inglés - Astex (March 2023 - October 2025)

- Training in sales techniques and customer service for commercial teams

Sales Software Trainer Enterprise Project - Stellantis (Madrid/UK)

- Delivered enterprise sales software training to dealers and dealership managers across the UK in English
- Led live Microsoft Teams sessions aligning sales teams on end-to-end usage of a sales and ordering platform

B2B Sales Consultant- Sales Business School (current)

- Closed a €8.500 Master in Sales during the first week of activity
- Conducted sales meetings via Microsoft Teams

Commercial & Operations Manager (Family Business) - Hostal Mooca (Feb 2015 - Mar 2025)

- Managed AdWords campaigns, developed a 3D demo of the property, and provided remote customer support

Founder & Community Manager - Owned Digital Communities (Septiembre 2024 - Present)

- Founder and owner of 120 Whatsapp Communities with controlled access and governance
- Managed lead generations, advertising relationships, invoicing, visibility and monetization

Trilingual Sales Analyst & B2B Management - GALP Energía (Sep 2021 - Jan 2022)

- Managed, qualified, and followed up on 300+ leads using Dynamics CRM.
- Trained sales teams in effective CRM usage and multichannel cold prospecting techniques.

Business Developer - China-Brazil Chamber of Commerce (Mar 2015 - Aug 2016)

- Represented the Chamber at international trade fairs, expanding the business network by 35%.
- Coordinated and closed a strategic partnership between AliExpress and Correos in Shanghai.

Commercial Manager & ERP Software Representative - D.Clean (Nov 2013 - Feb 2015)

- Implemented ERP systems and provided training for the sales team.
- Created and managed a B2B client portfolio worth €50,000+ within 3 months.

Foreign Trade Sales Assistant - Diasfer (Jan 2006 - Dec 2006)

- Maintained daily contact with business partners in Rotterdam, coordinating shipments and logistics follow-up.
- Supported documentation for exports and imports, international prospecting and customer service

EDUCATION

FAAP (Brazil) · 2001 - 2005
International Relations + Economy

Senac (Brazil) · 2011
Foreign Trade Commerce

Master (Brazil) · 2007
Marketing + Sales

CRM OPTIMIZATION

CrM analytics
Lifecycle management
Opportunity scoring
Dashboard and KPI analysis
Data-driven sales decisions

DIGITAL & AUTOMATION

Notion
Bots & Automation
Mailchimp & Mail Strategy
Sharepoint Design

INDUSTRIAL & TECHNICAL

Metal structures, Steel
Photovoltaic - calculus & software
Industrial Cleaning
International Trade Fairs

LANGUAGES

Spanish
C2

English
C2

Portuguese
Native

French
A2