

# GONZALO CRUZ MARCO

## BUSINESS DEVELOPMENT

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### EXECUTIVE SUMMARY

Results-driven sales professional with experience in digital prospecting, lead generation, and business development for B2B clients in the IT industry. Specialized in multichannel outbound campaigns, marketing automation, and sales funnel optimization to maximize conversions. Skilled in active prospecting, negotiation, and sales funnel management. Demonstrates technical proficiency with sales prospecting and intelligence tools such as Clay, Linked Helper, and Lemlist to scale outreach and boost conversions.

Capable of managing client relationships, identifying new business opportunities, and collaborating with teams to achieve goals in both Spanish and international markets. Strong foundation in project-oriented roles with a keen interest in continuous growth and innovation in competitive markets, particularly in areas that value creativity, teamwork, and empowerment.

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### KEY ACHIEVEMENTS

**Process Optimization through Intelligent Automation:** Designed an automated scoring system in Clay with 90% reliability based on formula-based logic without credit usage. Reduced over 90 minutes of manual review per list, saving more than 15 hours monthly. Enabled scalable multichannel prospecting on LinkedIn and Email Marketing with personalized messages to high-potential individuals and companies.

**Pilot Entrepreneurial Initiative in Content Creation:** Focused on the fashion and accessories sector, developed a total of 181 content pieces for emerging brands in Spain and Mexico. Fully led prospecting via Instagram, managed client onboarding, and oversaw content production and editing using Adobe Photoshop, Lightroom, and Capcut.

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## SKILLS + INDUSTRIES

#BusinessDevelopment #B2BSales #OutboundProspecting #LeadGeneration  
#MarketingAutomation #ColdCalling #DatabaseManagement #CRM #CustomerFocus  
#ContractNegotiation #Teamwork #AccountManagement #BusinessGrowth  
#MultichannelProspecting #SalesOperations #CRMMangement #Reporting #DataAnalysis  
#ProblemSolving #Communication #GoogleSheets #Clay #Marketing #ContactEnrichment  
#SalesFunnelOptimization #MicrosoftOffice365

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## EXPERIENCE

### **IMPULSAIN | ACCOUNT MANAGER | JUNE 2024 - NOVEMBER 2025**

Managed accounts in IT, Consulting, and Recruitment sectors, delivering qualified B2B meetings. Led tactical operations including segmentation, enrichment, messaging, follow-ups, and call scheduling. Presented biweekly performance reports and data analysis to optimize campaign effectiveness. Reported directly to the Sales Director.

### **GRUPO CARREÑO | SOURCING ASSISTANT | JULY 2023 - JANUARY 2024**

Project-based role supporting Grupo Carreño in multiple recruitment processes across the Middle East and North Africa. Conducted precise candidate searches using Boolean keywords in LinkedIn Sales Navigator. Reported directly to the CEO.

### **GRUPO VIHOTEC | SALES EXECUTIVE | APRIL 2023 - JULY 2023**

Managed B2C direct sales of Iberdrola energy services, focusing on new contract acquisition and client retention. Maintained data in Odoo ERP. Reported to the Sales Team Leader.

### **GRUPO CARREÑO | SOURCING ASSISTANT | DECEMBER 2022 - MARCH 2023**

Project-based support for multiple recruitment processes across the Middle East and North Africa. Conducted targeted searches using Boolean keywords in LinkedIn Sales Navigator. Reported directly to the CEO.

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## **EDUCATION & CERTIFICATIONS**

- Fundamentals of Project Management
  - Business Process Optimization with Lean Six Sigma
  - Digital Business Development
  - Fundamentals of Digital Marketing
  - High School Diploma & Bachillerato
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