

Diego Fernández

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PROFILE

B2B sales rep with two years of full-cycle SMB experience and a stubborn relationship with quotas. I keep my CRM cleaner than my apartment and my pipeline fuller than my calendar suggests.

EXPERIENCE

Sales Development Representative → Account Executive

Telefonica Business Solutions

2024 — Present

- Promoted to AE after 9 months (fastest in my intake cohort of 14)
- Closed €310k ARR in my first full AE year — 112% of target, 3rd of 22 reps
- Built 70% of my own pipeline through cold outreach; 41% meeting-to-opportunity rate

Retail Sales Associate

MediaMarkt, Madrid

2023 — 2024

- Top store attachment-rate seller three consecutive quarters
- Learned to qualify in 60 seconds and handle objections without a script

EDUCATION

B.A. Business Administration

Universidad Carlos III de Madrid

2019 — 2023

SKILLS

Sales: Full-cycle SMB sales, cold outreach, discovery, demoing, negotiation, pipeline management

Tools: HubSpot, Salesforce, LinkedIn Sales Navigator, Loom

Languages: Spanish (native), English (fluent)