Renan Faria do Nascimento
Middle Marketing and Sales Professional, Business Student

SUMMARY

Seasoned Marketing and Sales professional with a demonstrated history in behavioural management systems training and team leadership in Brazil. Proven capabilities in sales strategy development, KPI management, and team expansion from 8 to 24 representatives. Notable achievements include a 20% increase in monthly sales and a spike in qualified leads. Skilled in HubSpot CRM implementation and proficient in PowerBI, with a strong background in process optimization and data analysis. Currently expanding expertise in business studies while gaining international experience in the Irish retail and food service sectors.

TECHNICAL SKILLS

Main Technical Skills	Sales strategies, RPA, Strategic Planning, Problem Solving
Data Analysis and Visualization Technologies	KPI Dashboards & Scorecards, Power BI
Databases & Management Systems / ORM	SQL
Methodologies, Paradigms and Patterns	Agile
Collaboration, Task & Issue Tracking	Asana
Third Party Tools / IDEs / SDK / Services	Excel
Project Management & Administration	Problem Solving
Platforms	RPA
QA, Test Automation, Security	Usability tests

WORK EXPERIENCE

Project Manager │ Data Analyst │ HubSpot Specialist, CRM and Business Process Optimization

Duration: Jun.2019 - Jan.2020 (8 mo.)
Summary:

- Managed and optimized Order-to-cash (OTC) processes
- led the implementation of HubSpot CRM and supported innovation projects

Responsibilities: Mapped and optimized Order-to-cash (OTC) processes; identified and corrected system redundancies. Implemented HubSpot CRM from scratch, integrated with existing systems, and trained teams. Managed projects with Agile, Six Sigma, and Asana, and created analytical dashboards in PowerBI and Excel.
Technologies: HubSpot CRM, Agile, Six Sigma, Asana, PowerBI, Excel

Sales and Marketing Manager, Marketing and Sales Expansion

Duration: Feb.2020 - Nov.2022 (2 y. 10 mo.)
Summary: Developed and executed marketing and sales strategies to scale the customer base and drive long-term sales growth, while leading and expanding the sales team.
Responsibilities: Set annual marketing and sales plans, KPIs, and created a consolidated dashboard. Analysed performance, addressed weaknesses, and provided feedback. Built and led a team of 24 sales representatives using DISC and SPIN selling frameworks. Led customer journey design with a CX/UX focus, developed buyer personas, optimized SEO and digital campaigns.
Technologies: DISC, SPIN selling frameworks, CX/UX, SEO, Digital Marketing

EDUCATION

- **Bachelor's Degree in Business**
  Ongoing education at Independent College, Dublin, Ireland
  Feb. 2024 - Dec. 2026

CERTIFICATION

- **HubSpot Marketing and Sales Certified Specialist**
  Not Provided
  Not Provided