



## Ricardo Gómez Madrigal

*Customer Support | Account Management | Sales*

### ABOUT ME

Experienced sales and customer support professional with 13+ years of proven success in SaaS, Fintech, and B2B industries. Adept at managing the full sales cycle, building strong client relationships, and delivering exceptional post-sales support. Skilled in CRM tools, customer onboarding, and strategic account growth.

### CONTACT



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### SKILLS

- CRM Tools (Salesforce, HubSpot, Zoho)
- Account Management & Customer Retention
- Customer Support & Onboarding
- B2B Sales & Negotiation
- Multilingual Communication (English: Advanced C1)
- Problem Solving & Team Collaboration

### PROFESSIONAL EXPERIENCE

#### Account Executive - 2023-2024 WeTravel

- Conducted the full sales cycle, including prospecting, demos, and closing deals with SMB tour operators in global markets.
- Delivered outbound campaigns, resulting in consistent new client acquisition.
- Achieved 110% of quota by tailoring SaaS solutions to customer needs.

#### Sr Acquisition Executive - 2021 - 2022 Mercado Pago at Mercado Libre

- Managed end-to-end sales for B2B clients, focusing on POS systems and Fintech solutions for diverse industries.
- Collaborated with pricing, legal, and marketing teams to enhance product offerings based on customer feedback.
- Exceeded sales targets by 125%, securing strategic partnerships with enterprise accounts.

#### Sr. Sales Executive - RAPPI 2020 - 2021 Mexico.

- Led the Mexican market expansion by affiliating over 400 restaurants to the Rappi platform.
- Provided post-sales support to ensure partner satisfaction and long-term retention.
- Streamlined onboarding processes, reducing activation times by 20%.

## CERTIFICATIONS

- EF SET Certificate (C1 Advanced English Level, 2024)
- Community Manager & Digital Marketing (Clic Academy, 2020)
- Digital Photography & Adobe Lightroom (UNAM, 2021)

## HOBBYS

- Photography
- Motorsports
- ActionSports
- Travel
- Fitness & Wellness

## OYO HOTELS

2019 - 2020

- Sold SaaS solutions to hotels, managing the full sales cycle from lead generation to account management.
- Collaborated cross-functionally with operations, marketing, and finance teams to optimize client outcomes.
- Increased client retention rates by 30% through proactive post-sales support.

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### Gloria Jeans Coffees - 2015 - 2018 Franchise Owner

- Established operations for two branches, managing a team of 15 employees.
- Implemented social media strategies, increasing customer engagement by 25%.
- Oversaw customer service and supplier relations, ensuring operational excellence.

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### Sales Executive - Harley Davidson Motor Company Esmeralda

*Jan 2018 - July 2019*

- Portfolio creation and market opening.
- Co-creation of Marketing campaigns,, activations & events.
- Negotiation.
- After-sales service and customer service.
- Management of CRM & Bank Quotes.

## EDUCATION

Bachelor's Degree in Communication & Media

**Universidad Iberoamericana**, Mexico City (2013)

**University of Toronto - Victoria University**. Canada 2001.

Summer language camp, english as a second language.