

Yasser Gnabou

AI-DRIVEN MARKETING · B2B/B2C SALES · BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Marketing and B2B/B2C sales professional specializing in AI-driven marketing strategies, CRM optimization, and commercial operations across tech distribution and the refurbished-smartphone sector in Spain, the UK, and Morocco. I deploy a modern AI stack — ChatGPT, Claude, HubSpot, GA4, Cursor — to drive lead generation, pipeline growth, and multi-market expansion. Currently leading Originalsat's strategic B2C rollout across four European markets. Multilingual in four languages.

CORE COMPETENCIES

Sales & BD	B2B/B2C Sales · Lead Generation · B2B Prospecting · Account Management · Marketplace Onboarding (Back Market · MediaMarkt · Refurbed) · Pipeline Management
Marketing	Digital Marketing · Email Marketing · Social Media · SEO Content · AI-Driven Marketing Strategies · Multilingual Campaigns
AI & Automation	CRM Optimization · ChatGPT & Claude Workflows · Prompt Engineering · Lead Enrichment · Workflow Automation · Data Pipelines

PROFESSIONAL EXPERIENCE

Sales and Marketing Assistant Originalsat Repuestos Inteligentes SL — Madrid, Spain	May 2026 – Present
- Orchestrate the company's strategic expansion from B2B wholesale into direct-to-consumer (B2C) retail across Spain, France, Italy, and Portugal — onboarding products to Back Market, MediaMarkt, and Refurbed. - Build and manage B2B prospect pipelines for refurbished iPhones and OEM spare parts (Apple, Samsung, Xiaomi), sustaining a consistent top-of-funnel lead flow. - Drive CRM optimization and AI-powered workflow automation — faster quote follow-up, reduced manual data entry, and cleaner pipeline hygiene.	
Digital Marketing Specialist UK Digital Dental Lab — United Kingdom · Remote	Jan 2025 – Oct 2025
- Managed social media across 3+ channels and executed email-marketing campaigns, growing engagement and repeat lab orders. - Applied AI-driven content tools to cut marketing-admin time and improve delivery speed across all channels.	
Marketing and Sales Associate Morocco Dental Lab — Tangier, Morocco	Jan 2024 – Oct 2024
- Managed B2B sales and client relationships with dental clinics, improving conversion through structured CRM follow-up. - Ran local market research to identify new partnership and account opportunities for an early-stage startup.	
Sales Representative 5G STORE — Tangier, Morocco	Jan 2021 – Dec 2023
- Led B2B and B2C sales and built wholesale partnerships, consistently growing the client portfolio and repeat business. - Streamlined inventory and logistics processes, reducing stockouts and improving supply-chain reliability.	
Sales and Marketing Specialist Freelance — Morocco	Jan 2017 – Jan 2022
Delivered SEO content, email marketing, and social media for 5+ SMB clients, tracking campaign metrics to consistently lift ROI.	

EDUCATION

International Master's in Business Strategy and Marketing Universidad de Castilla-La Mancha (UCLM) · Toledo, Spain	2024 – 2025
Bachelor's in Economics and Management University Abdelmalek Essaadi · Tangier, Morocco	2020 – 2023

LANGUAGES

Arabic (Native) · English (Fluent) · French (Advanced) · Spanish (Professional)

TOOLS & PLATFORMS

HubSpot · Pipedrive · LinkedIn Sales Navigator · GA4 · SEMrush · Make / Zapier · Excel & Power Query · Cursor AI · Canva Pro