



# YASSER GNABOU

Marketing & B2B Growth Specialist · Madrid, Spain

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## PROFESSIONAL SUMMARY

B2B marketing and growth professional in Madrid with experience across lead generation, CRM, email and social campaigns, and day-to-day commercial support in tech distribution and healthcare. Known for closing the gap between marketing ops and execution—I build automations, data pipelines, and internal tools when off-the-shelf software falls short. International Master's in Business Strategy and Marketing (UCLM). Four languages. Open to full-time, hybrid, and remote EU/UK roles.

## CAREER HIGHLIGHTS

- Built a European B2B lead-research pipeline producing CRM-ready wholesaler lists for outbound sales.
- Replaced a five-hour Excel reporting workflow with a one-click desktop app for non-technical teams.
- Improved customer satisfaction 20% and inventory/logistics efficiency 15% in B2B/B2C retail sales.
- Delivered SEO, email, and social campaigns for 5+ small businesses across five years of freelance work.

## CORE COMPETENCIES

### Growth & demand

B2B lead generation, email & social, SEO, GA4, campaign reporting

### Sales ops & CRM

HubSpot, LinkedIn Sales Navigator, pipeline hygiene, B2B outreach

### Automation & build

ChatGPT & Claude, n8n/Zapier, Next.js, Excel/Power Query, data scraping

## PROFESSIONAL EXPERIENCE

### Sales and Marketing Assistant

May 2026 – Present

Originalsat Repuestos Inteligentes SL · Madrid, Spain

- Prepare weekly B2B prospect lists for Madrid sales teams in tech distribution.
- Streamlined quote follow-up and CRM entry, reducing admin time for the commercial team.
- Managed wholesale account communication to support retention and repeat orders.

### Digital Marketing Specialist

Jan 2025 – Oct 2025

UK Digital Dental Lab · United Kingdom

- Ran social and email for a UK dental lab—content calendar, campaigns, and retention messaging.
- Applied AI tools to accelerate content drafts and reporting while maintaining quality control.

### Marketing and Sales Associate

Jan 2024 – Oct 2024

Morocco Dental Lab · Tangier, Morocco

- Managed B2B sales with dental clinics in Tangier; researched local market for new accounts.
- Kept an active client pipeline with regular follow-up to improve conversion.

### Sales Representative

Jan 2021 – Dec 2023

5G STORE · Tangier, Morocco

- Sold B2B and B2C; grew wholesale partnerships and direct consumer accounts.
- Raised customer satisfaction 20% and improved inventory/logistics efficiency 15%.

### Sales and Marketing Specialist

Jan 2017 – Jan 2022

Freelance · Morocco

- Delivered SEO, email, and social for 5+ small businesses over five years.

## SELECTED BUILDS

**Excel workflow → one-click desktop app.** Cut a five-hour manual reporting process to a single click for non-technical staff.

**European B2B lead pipeline.** Built scraping and classification workflow; exported CRM-ready wholesaler lists for outbound.

## EDUCATION

## LANGUAGES

**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

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