

# RAÚL QUERO TORRES

*Financial & Commercial Controller | Process Optimization Expert Financial Administrator with Business Vision and Data Analysis*

(+34) 647542413 Email: [hola@raulquero.ovh](mailto:hola@raulquero.ovh)

LinkedIn: [www.linkedin.com/in/raul-quero](https://www.linkedin.com/in/raul-quero)

Website: [raulquero.ovh](http://raulquero.ovh)



**ABOUT ME** Professional with a cross-functional vision and over 10 years of experience bridging Finance and Sales. My greatest strength lies in **numerical logic and data analysis (Advanced Excel)**, tools I use to detect opportunities and optimize costs. I combine this analytical capacity with a sociable and commercial character, facilitating communication between departments and client relationships.

## [EXPERIENCE SECTION]

### PROFESSIONAL EXPERIENCE

**ALUSTOCK MULTINATIONAL ALUMINUM (LONTANA GROUP) | Madrid, SPAIN**  
**NATIONAL SALES REPRESENTATIVE | JUN. 2024 – PRESENT**

- **Business Growth & Profitability:** Management of a portfolio of **+300 clients**, achieving a **35% increase in turnover (reaching €4.5M)** and generating a **profit of €800,000** in the first year through value-added sales strategies.
- **Financial Analysis in Volatile Markets:** Strategic pricing based on daily analysis of the aluminum market (LME), replacement costs, and future stock, protecting margins against competition.
- **Portfolio Strategy (Pareto Principle):** Efficient management of high demand through strategic prioritization of clients and orders. I apply profitability and potential criteria **(80/20)** to allocate limited resources where they generate the greatest impact.
- **End-to-End Sales Cycle Management:** Responsible for the entire flow (offer, negotiation, closing, and post-sales). Agile resolution of incidents and loyalty building through on-site visits to **Key Accounts**.

**HAROJIMENEZ S.L. | Almería, SPAIN SALES AND MARKETING MANAGER | APR. 2018 – AUG. 2022**

- **Business Results (€12M):** Integral leadership in the commercialization of **3 complete real estate developments**, closing the sale of **+50 assets** (homes and villas) and generating a turnover volume exceeding **€12,000,000**.
- **Customer Lifecycle Management (End-to-End):** Responsible for the entire commercial and administrative process: acquisition, negotiation of economic conditions, contract formalization, notary signing, and post-sales incident management.
- **Financial Reporting & Budget Control:** Preparation of profitability reports and sales tracking for Management using Excel.
- **Marketing Budget Optimization:** Management of Google Ads budget focused on maximizing Return on Investment (ROI) per lead.

**BLUESEA MALTA LTD | St. Julians, MALTA CREDIT CONTROLLER (See Recommendation Letter) | APR. 2013 – DEC. 2016**

- **Liquidity & Risk Management (>€9M):** Responsible for credit control and **Cash Flow** management for a portfolio with an annual business volume exceeding **€9,000,000**. Successful collection management and reduction of bad debt.
- **International Environment (Professional English):** Daily operations carried out **100% in English**. Direct negotiation with major international Tour Operators and financial reporting to Directors and CFO.

- **Leadership & Internal Audit:** Supervision and coordination of a 3-person team. Execution of internal audits to ensure revenue integrity and resolution of complex claims.
- **Process Optimization (Reporting):** Preparation of financial reports (Aging Balance, Forecasts) and accounting closures using Advanced Excel and Winhotel, improving treasury visibility for decision-making.

#### **MOLHER ELECTRÓNICA S.A. | Madrid, SPAIN ACCOUNTANT | APR. 2008 – JUL. 2009**

- Execution of daily accounting, including invoice recording, bank reconciliation, and provisions, as well as participation in accounting closure processes.

#### **OFICINAS CORTÉS S.L. | Madrid, SPAIN ACCOUNTANT | APR. 2007 – NOV. 2007**

- Preparation and management of the complete accounting cycle for managed SMEs.

#### [EDUCATION & LANGUAGES]

##### LANGUAGES

- **English B2 (Upper Intermediate)** - Trinity College London | AUG - 2021
- **Spanish (Native)**

##### EDUCATION

- **MASTER IN ENTREPRENEURSHIP AND BUSINESS CREATION** (GPA: 8.83) Universidad Carlos III de Madrid | Madrid, SPAIN | SEP. 2022 – JUL. 2023 *Student Delegate*
- **MASTER IN DIGITAL MARKETING AND ECOMMERCE** (GPA: 8.14) Universidad Internacional Isabel I de Castilla | Online | SEP. 2016 – JUL. 2017
- **UNIVERSITY CERTIFICATE IN COACHING AND NLP** (GPA: 6.38) Universidad Internacional Isabel I de Castilla | Online | SEP. 2016 – JUL. 2017
- **DIPLOMA IN BUSINESS SCIENCES** (GPA: 6) Universidad Carlos III de Madrid | Madrid, SPAIN | SEP. 2009 – JUL. 2012
- **HIGHER TECHNICIAN IN ADMINISTRATION AND FINANCE** (GPA: 7.8) C.F.P. INGLAN | Madrid, SPAIN | SEP. 2004 – JUL. 2006
- **TECHNICIAN IN ADMINISTRATIVE MANAGEMENT** (GPA: 6.4) C.F.P. INGLAN | Madrid, SPAIN | SEP. 2002 – JUL. 2004

#### [CERTIFICATIONS]

##### CERTIFICATIONS

- **Improving Communication through Transactional Analysis** - Fundación Estatal (Bilbao) | JUN-2025
- **Management by Objectives (MBO)** - Fundación Estatal (Bilbao) | APR-2025
- **SPIN Selling Method, Consultative Sales** - Fundación Estatal (Bilbao) | FEB-2025
- **SAP S/4HANA Business Process Integration (FI)** - Credential: [ID] | Madrid | JUN-2024
- **Inbound Marketing** - HubSpot Academy | Online | FEB-2024
- **Sales Software** - HubSpot Academy | Online | FEB-2024
- **University Diploma in Business English Program** - Univ. Isabel I de Castilla | Online | AUG-2018
- **Contaplus and Nominaplus** - GISA Getafe Iniciativas | Getafe | AUG-2012

##### DRIVING LICENSES

- Class B | DEC - 2003

## [PROJECTS & VOLUNTEERING]

### PERSONAL PROJECTS AND VOLUNTEERING

**SOYSOSTENIBLE.ORG (MASTER'S THESIS PROJECT) | Madrid, SPAIN FOUNDER | JAN. 2023 – PRESENT (AUTOMATED)**

- Creation, development, and design of website (**WordPress**) and Social Media (**Instagram and LinkedIn**).
- Creation and development of **Marketing Funnels** strategy for sales and lead generation (**MailChimp**), communication, and paid advertising campaign management (**SEM/Google Ads**).
- Complete accounting management. Preparation and filing of taxes (VAT and Personal Income Tax). (**iTramite**)
- Development of Inbound Marketing and lead prospecting (**HubSpot**) and On-page/Off-page SEO development (**Ahrefs**).
- Daily client communication (**Tidio**) and Project presentation to investors (**Canva – PowerPoint – Adobe InDesign**).
- Profit maximization via affiliation and advertising (**Amazon Affiliates and Google AdSense**).
- Task programming and automation (**WhatsApp API – Telegram API – Amazon API**).

**GISA GETAFE INICIATIVAS | Getafe, SPAIN ENTREPRENEURSHIP ADVISOR | FEB. 2023 – APR. 2023**

**NETWOMENING | REMOTE SPANISH TEACHER FOR REFUGEES | JAN. 2021 – OCT. 2021**