

# Francisco Martinez Paredes

Sales & GTM Operator | CRM Systems, Cold Calling, and Consultative Selling

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## LATEST EXPERIENCE

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### Co-Founder

*The Blush Design Agency (US Remote)*

*May 2025-Present*

- Developed and maintained all digital infrastructure such as website, CRM, and email systems to enhance client experience and operational efficiency.
- Crafted and iterated positioning statements and outreach messaging to align with audience motivations and objections.
- Conducted early prospecting and customer discovery to validate service offerings and refine GTM messaging.

### Inside Sales & Sales Coordinator

*International Center for Appropriate and Sustainable Technology (US Remote)*

*Sept 2022 - April 2025*

- Generated 6+ million dollars in pipeline through cold calling and email campaigns.
- Designed and executed strategies to generate leads and nurture relationships to drive growth of the pipeline
- Consistently booked 15–20 qualified meetings per month for Account Management Team,

### Sales Development Representative

*Brightwheel (US Remote)*

*April 2022 - August 2022*

- Led cohort in conversion rate and closed revenue.
- Qualified leads before passing them on to the Account Executive Team.

### Account Manager

*Priority Roofing (San Antonio, TX)*

*Nov 2021 - April 2022*

- Generated an average of two leads per day by doorknocking, cold call and email campaigns.
- Closed an average of \$50,000 a month in new projects.

### Lead Teacher

*KIPP Texas & UCEDA School*

*August 2018 - Oct 2021*

- Delivered persuasive, high-clarity instruction to diverse audiences, refining communication skills now used in client interactions.
- Diagnosed learner needs and adapted approach equivalent to consultative discovery in sales environments.

## EDUCATION

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**University of Puerto Rico**

August 2012- December 2016

*BA, Sociology*

**Cambridge English**

*CELTA Certification*

**GTM Engineering School**

*GTM Engineering Certification*

**Skills:**

GTM Systems · CRM Hygiene · Pipeline Management · Cold Outreach · Sales Automation (n8n, Clay, AirOps, Cargo, Octave) · Email Sequencing · HubSpot/Salesforce · Bilingual Spanish–English

