Daniel Pruneda

Marketing and Sales Enablement Professional | I make complicated products easy to buy

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PROFESSIONAL PROFILE

Marketing and sales professional with 15+ years of turning technical products into stories buyers understand. I built Unimat's marketing department from the ground up and now work at Best Buy Canada's head office, where I resolve escalated cases and train new colleagues. I connect brand, websites, catalogues and trade shows into one message, and I work next to sales to bring in leads worth calling. Bilingual in English and Spanish.

PROFESSIONAL OBJECTIVE

To help a sales team bring in more qualified demand and close faster. At Unimat I did it by tying brand, websites and trade shows into one message that reached an average of 120 inbound leads a day, and by building the materials reps actually use in the room.

PROFESSIONAL EXPERIENCE

Best Buy Canada | Senior Customer Experience Associate | Oct 2022 – Present | Burnaby, BC

- Selected as 1 of 3 trainers for a new certification program because supervisors couldn't cover peak-season volume. Trained 55+ seasonal hires and helped raise seasonal-to-permanent conversion from about 25% historically (3–4 of 15) to 52% (13 of 25) and 83% (25 of 30) across two cohorts. Still train new staff whenever I can.
- Work with QA on the Knowledge Base and AI-supported tools used by external call centres, contributing cases that turn recurring escalations into training data instead of one-off resolutions. Called on as a subject matter expert during peak and hiring seasons.
- Final point of resolution for escalations, replacing a previous flow with no clear owner, and I resolve cases that involve Legal and stores.

Unimat de México S.A. de C.V. | Mexico City and Miami, FL

Marketing Manager | 2013 – 2022

- Built the marketing department from scratch while annual revenue grew from about USD $200K to $4M and headcount from 8 to 300+.
- Took lead flow from a single Mexico page, a barely started US site and two salespeople to an average of 120 new leads a day (peaks near 400), shared across 20 reps, through optimized websites (80+ launched over the years), web campaigns and trade shows.
- Led the launch of two plant showrooms for about USD $100K that turned into over $1M in sales within a couple of years. They drew larger resellers and hotel and corporate builders, closed small deals faster because buyers could touch and compare products, and landed contracts worth several hundred thousand dollars.
- Built the sales materials our reps carried into meetings with Home Depot, Lowe's, Sodimac and Walmart, and worked the large accounts with the Commercial Manager and the company director. Won two major hotels and a gym chain as customers through referrals from existing clients.
- When pandemic leads fell from about 120 a day to about 20, helped launch a disinfection and indoor-contamination line that lifted leads to about 50 within a couple of months and kept the company afloat. The core lines recovered the next year, and leads and conversions were still climbing when I left in 2022.

Graphic Designer / Sales Associate | 2009 – 2013

- Started when the company had about eight people. Made catalogues and websites right next to the sales team, which is the fastest way to learn what buyers actually ask.
- Produced brand and sales material end to end: photography, packaging, advertising, catalogues and internal videos.

Independent Strategic Marketing Consultant | 2006 – 2013 (alongside Unimat from 2009) | Mexico

- Built a steel company's (ARPEI) identity from zero in 2 months: logo, brand manual, website and uniforms. They still use it today.
- Delivered the stand, event dressing and promo materials for Expo CANITEC 2011 in Puebla in 14 days after the original supplier fell through, against a typical three months of prep. Hired and led a team of 5.
- Took PLACACENTRO's 500+ product line online with a new website, digital catalogue, photo shoots and a World Trade Center expo stand. Their customer base grew about 20% a year after launch, and they opened 3 stores on top of the roughly 20 they had before moving the work in-house.

APPLIED AI

- Built and deployed an AI agent on danielpruneda.com (the character that follows you across the page) that answers questions about my work and handles first-level inquiries around the clock, instead of a static contact form.
- AI-assisted web development for complex builds.
- Workflow automations.
- Workflow optimization for social media management and AI-assisted content creation.

EDUCATION

- MBA, Universidad del Valle de México (UVM)
- Bachelor's in Journalism and Communication, Universidad de Cuautitlán Izcalli

CERTIFICATIONS

- Project Management Certificate, Google
- Managerial Skills Development Certificate, Tecnológico de Monterrey
- Internal Trainer Certification, Best Buy Canada

ADDITIONAL INFORMATION

- **Languages:** English (fluent, professional), Spanish (native)
- **Skills:** brand development, web and digital campaigns, catalogues and sales materials, trade shows, product photography, hands-on web design (designed 80+ sites, hand-coded many in HTML and CSS), training and coaching