

PABLO FERNÁNDEZ CHACÓN

Madrid · Rotterdam

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SUMMARY

I like building things and meeting new people, which is probably why sales found me before I found it. Joined ICON Music Business School as its first sales hire and now lead the team, where I learned that a good process beats a good pitch. Always thinking about the next idea, mostly because it is fun. Studied in Seville, Madrid and Rotterdam; happiest outdoors with friends.

EDUCATION

● Marketing and Market Research bachelor's undergraduate

University of Seville (US) – **Seville, Spain**
2023 - 2027

● **Exchange Semester (Erasmus+) – Business and Society**
Rotterdam University of Applied Sciences – **Rotterdam, Netherlands**
2026

● **Exchange Year (SICUE) – Marketing**
Rey Juan Carlos University (URJC) – **Madrid, Spain**
2025 - 2026

Academic Record

- Entrance Exam: 12/14
- Honors (10/10) in International Economics, Market Research and Consumer Behaviour

EXPERIENCE

● **ICON Music Business School** (*intern, then full-time*): Music-industry EdTech backed by Banco Santander and Universidad de Nebrija, taught by Latin Grammy winners and Universal, Sony and Warner executives. Forbes 30 Under 30 founders.

Sales Development Intern (Nov. 2025 - Jan. 2026): Started on the phones: qualified every inbound lead, booked and held discovery calls and closed the school's first enrolments. As the funnel grew, took over pricing and payment plans (Stripe, SeQura) and wrote down what worked, which became the first version of the sales playbook.

Sales Team Lead (Feb. 2026 - present): Promoted to full-time after three months, with the option to become a partner, to build and run the team: hired and trained 5 setters and closers, turned the playbook into the standard process from first call to signed contract, and set up lead routing and deal ownership in HubSpot, cutting speed-to-lead to under five minutes and lifting close rate by 30%. Personally closed €350K in enrolments on programmes priced at €1,500–3,500; the team brought in €500K of the €700K the school billed in its first seven months. Took up the partner option in the 2026 capital increase, investing part of my own earnings and receiving shares in recognition of my contribution.

● **Content Strategy & Operations** | [Inédito Podcast](#) (*part-time*): Interview podcast with guests such as the U.S. Ambassador to Spain, the President of EY Spain and the CEO of Oracle Spain. Shaped the content and marketing strategy with the host: which guests to go after, in what order, which moments from each episode to cut for social and how to push them to grow the channel. Owned guest booking and relations and ran the daily hand-off between editing and social teams, so that 70 episodes and every weekly clip shipped on schedule. Audience grew to 45,000+ subscribers over the period. (Sept. 2024 - Oct. 2025)

● **Inside Sales Representative, Energy** | ACOM (*summer contract*): Telesales of electricity contracts to households. Made high-volume outbound calls, qualified, handled objections and closed over the phone against daily and monthly targets. Named top seller of the month in August. (Summer 2024)

● **Business Development Representative** | Spine Consulting (*internship*): Marketing agency for SMEs. Owned new-client acquisition across outbound and paid media: 90 cold calls a day plus Google Ads campaigns to generate inbound leads, followed every lead to a pitched proposal and stayed on as single point of contact for each client won, bringing in 32 new clinics. (2023 - 2024)

● **Founding Member & President-Elect** | Rotaract Club Guadalupe Hispanidad (*volunteer*): Youth service club of Rotary International, founded in 2026; President for 2027-28. Organised events, grew membership and ran its social channels. Co-led the Duchenne Muscular Dystrophy project, named best Rotary project in Extremadura. (2026 - present)

LANGUAGES

Spanish (Native). English (C1). Portuguese (B1)

ADDITIONAL INFORMATION

- **Technical Skills:** HubSpot CRM (advanced: pipelines, lead routing, deal ownership, Meetings), Google Workspace, Stripe and SeQura payment flows, Excel.
- **Certifications:** HubSpot Inbound Sales and HubSpot Sales Software (HubSpot Academy, 2026). Google Ads Search, Google Ads Video and AI-Powered Performance Ads (Google Skillshop, 2026).
- **Honors & Awards:** Three Honors (10/10, highest distinction) at the University of Seville. Best Rotary project in Extremadura (DMD awareness, 2026).
- **Volunteer Work:** Religious camp monitor mentoring minors and managing logistics (PDAV).
- **Hobbies:** A drink with friends, the gym, mountain biking through the countryside and cooking.