JHELY CRUZ MENDOZA

Bilingual ES/EN Commercial Leader · Scaled a Real Estate Marketplace · Europe ↔ LATAM

Málaga, Spain · +34 634 84 14 61 · cruz@jhely.com · linkedin.com/in/jhelycruz

PROFESSIONAL SUMMARY

Commercial professional with an entrepreneurial mindset and a track record leading sales and customer service teams. Founder and Director of JHELY Global, a real estate portal connecting Europe and the Americas. After completing my MBA at EADE (Málaga), I lead the company's marketing and sales teams. Results-oriented, with a strong focus on customer acquisition, deal closing and high-performance team leadership.

PROFESSIONAL EXPERIENCE

Founder and Director of Marketing & Sales *2020 – Present*
JHELY Global · Málaga, Spain

- Launched JHELY Global from the ground up, a real estate portal connecting Europe and the Americas. Defined the vision, set up the company and built a cross-functional team of 15+ people across technology, marketing and sales.
- Led strategic planning, market analysis and commercial strategy across 8 international markets, with active presence in LATAM and Europe.
- Built a portfolio of close to 4,000 listed properties and led channel and account management for a network of 300 partner agents and companies, generating 100+ qualified leads per month through digital campaigns (Meta Ads, Google Analytics, LinkedIn Sales Navigator).

Store Manager and Lead Salesperson *2018 – 2020*
Contiento Malacitana (Mosaics) · Málaga city centre

- Solo manager of a retail store in Málaga's tourist district, providing bilingual service (Spanish/English) to local and international customers.
- Owned full-cycle sales operations: consultative advice, deal closing, order management, stock control, merchandising and daily cash reconciliation.
- Drove revenue growth of 40%+ during my tenure through improved storefront merchandising and personalized service to national and international tourist customers.

Hospitality and customer service / Continuing education *2004 – 2016*
Hospitality and services sector · Spain

- Various positions in hospitality and customer-facing roles across Spain, combined with continuing education focused on business and commercial management.
- Daily direct interaction with national and international customers, consolidating my skills in consultative selling, communication and problem-solving under pressure.

Administrative Assistant *2001 – 2004*
Petrocomex · Bolivia

- Customer reception and service, administrative support and general assistance to the team.

EDUCATION

MBA in Business Administration · EADE, Málaga *2024 – 2026*
Bachelor's in Administration · Univ. of Security, Poznań (distance learning) *2020 – 2023*
Master's Program in Travel Agency Management · Academia Integral *2020*
Real Estate Acquisition and Prospecting · Academia Integral *2020*
Sales and Negotiation Techniques (40 h) · IMFE · Málaga City Council *2019*

Additional training

Sales courses on Udemy · B2B Consultative Selling · Sales Leadership and Strategy *2026*
Secretarial studies (800 hours) · CEAC Study Centre, Barcelona *2013*
Cabin Crew Certification · Spanish Ministry of Public Works – AESA · Eurocollege Oxford, Málaga *2010*

SKILLS, LANGUAGES AND TOOLS

Commercial leadership · Business Development · Sales strategy · International expansion · Team leadership and management · Acquisition, prospecting and deal closing · Lead generation · Digital marketing · CRM and sales funnel · Customer retention · Negotiation · International markets (Europe and LATAM)

Languages: Spanish (native) · English (B2)

Tools: HubSpot CRM · LinkedIn Sales Navigator · Google Analytics · Meta Ads · Real estate platforms and LATAM portals · Trello · Canva · AI applied to business management and sales automation