



Jérémy Polizzi

Commercial & Digital Business Developer

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🌐 Web CV : cv.plus-de-clients.fr

30+

B2B CLIENTS SERVED

120K€

QUALIFIED PIPELINE GENERATED

-30%

AVG. ACQUISITION COST

+22%

CLIENT REVENUE UPLIFT

PROFESSIONAL EXPERIENCE

Commercial & Digital Business Developer

May 2023 - present

Independent - plus-de-clients.fr

- **B2B prospecting and sales** of digital solutions for **30+ clients** - generating over **120K€ in qualified pipeline**
- Built a lead gen system delivering **300 qualified leads in 6 months** (50/month, 10€/day budget) - **15% close rate**, 20K€ projected revenue
- **Digital strategy consulting**: audit, recommendations, deployment of Google Ads, Meta Ads, SEO and tracking solutions
- Reduced acquisition costs by **-30% on average** - clients reaching up to **x5 increase in prospect volume** within 3 months
- Extensive experience in **prospecting and closing calls** - full command of **R1 & R2 sales cycles**, phone qualification, onboarding, follow-up, retention
- Structured sales tracking via **custom-built CRM** (Airtable) - pipeline management, follow-ups, interaction history and lead scoring

Sports Coach & B2C Sales Developer

Jan 2021 - Jun 2023

SLV CrossFit

- Developed **B2C high-ticket sales skills**: phone prospecting, qualifying, presenting, and closing
- Built an online business from scratch: **client acquisition, content marketing, sales funnel**
- Autonomous management of a client portfolio and long-term retention

IT Consultant - Enterprise Infrastructure

Sep 2007 - Jun 2020

13 years - technical foundation behind my commercial effectiveness

Employers: Altran (Consultant Engineer, 5.5 years) · ESR (IT Consultant, 5 years)

Orange

1 yr

System Admin,
Hadoop

Amadeus

2 yrs

Project Manager

IBM GBS

4 yrs

100+ servers, CA

PROBTP

2 yrs

App Admin, JBoss

La Banque

Postale

2 yrs

Security &
Networks

Commercial Dev. & IT Manager

2005 - 2007

Fernando Télécom - where my sales DNA began

- Created and managed a commercial IT department from scratch - supervising a **5-person team**
- Designed and sold custom maintenance contracts - **B2B & B2C development**
- Direct sales, negotiation with businesses and individuals - strong focus on **customer satisfaction & retention**

SKILLS & TOOLS

Sales & Business Development

B2B Prospecting

Calls R1 / R2

Closing

Negotiation

Retention

Digital Marketing & SEO

Google Ads

Meta Ads

SEO/SEM

ROAS

Analytics

Digital Strategy & Consulting

Digital audit

Content strategy

CRO

Funnels

Tech & Tools

GA4

GTM

CRM Airtable

Make

Claude Code

EDUCATION & TRAINING

2024 Digital Marketing

Laurine Bemer

2023 Marketing Automation

Shubham Sharma

2022 Digital Sports Coaching & Marketing

Michel Bodin

2021 BPJEPS - Fitness Profession

Weightlifting & Bodybuilding

2014 ITIL Foundation Certificate

IT Service Management

LANGUAGES

French

Native

English

Professional working
proficiency

AVAILABILITY

📍 Cannes / Nice area (06)

On-site or remote - **Driving license** ✓

Immediately available