

# Diego Alonso

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Sales, operations, and retail management professional with 3+ years of experience across B2B sales, full-cycle pipeline management, multi-site team leadership, logistics coordination, and inventory control. Consistent track record of exceeding revenue targets by 15-20%, coaching high-performing teams, and running complex operations independently at high volume. Bilingual (English/Spanish). HubSpot CRM, Google Project Management, and Google Data Analytics certified. Authorized to work in Canada and the United States. Valid driver's license and reliable vehicle. Pursuing BCom in Accounting at York University (2029).

## WORK EXPERIENCE

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### High Tide Inc. (Canna Cabana)

2025 – 2026

Shift Lead / Retail Supervisor (Multi-Location) | Pickering, ON

- Led daily operations across multiple retail locations, scheduling and directing teams of 8-12 staff; maintained 98%+ inventory accuracy, enforced visual merchandising standards, and delivered consistent sales floor performance during high-volume periods.
- Coached and developed staff through real-time performance feedback and one-on-one floor training; drove measurable KPI improvements across all sites while maintaining a positive, accountable team culture.
- Executed loss prevention strategies, resolved customer escalations professionally, and reduced stockout occurrences by 20-25% through proactive sales trend monitoring and inventory replenishment planning.

### York Taps

2024 – 2025

B2B Sales & Operations Coordinator | Richmond Hill, ON

- Built B2B sales pipeline from scratch through cold outreach, outbound prospecting, discovery calls, and relationship development with contractors across the GTA and US accounts in New York and Miami; consistently exceeded monthly revenue targets by 15-20%.
- Managed full sales cycle end-to-end including lead generation, quoting, negotiation, closing, and post-sale account management; generated invoices and proposals using eCommerce platform and maintained accurate CRM records.
- Oversaw full inbound/outbound logistics cycle including purchase order management, freight rate negotiation, carrier coordination, and inventory tracking; coached 4+ sales reps on objection handling, upselling, and pipeline management.

### Health Palace

2025

eCommerce & Logistics Coordinator | Markham, ON

- Processed 200-300 inbound and outbound shipments per shift at 99% accuracy across FedEx, UPS, Canpar, and Canada Post; prepared bills of lading, shipping documentation, and maintained carrier management records with full data entry accuracy.
- Managed SKU database and eCommerce product listings end-to-end; conducted cycle counts, reconciled inventory discrepancies, and reduced variance by 25% through tighter receiving and shipment tracking procedures.
- Coordinated bilingual (EN/ES) communications between on-site and remote teams; resolved supplier disputes, managed cross-border shipment and customs clearance documentation, and trained replacement staff on all standard operating procedures.

### Cortel Group

2023 – 2024

Trade & Construction Coordinator | Concord, ON

- Directed 10-15 trade and appliance teams across active construction sites; managed daily scheduling, suite assignments, and photographic inspection documentation while maintaining 100% safety and site access compliance.
- Participated in management-level project planning meetings; prepared and submitted daily completion and receiving reports to head office; maintained organized project documentation across all active sites.

## EDUCATION

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### York University

Expected 2029

Bachelor of Commerce (BCom) – Accounting | North York, ON

## CERTIFICATIONS & SKILLS

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- **Certifications:** Google Project Management (Coursera); Google Data Analytics; HubSpot Sales Hub; HubSpot Inbound Sales; WHMIS; CannSell; Standard First Aid; Bilingual (English & Spanish)
- **In Progress:** Excel Skills for Business Specialization – Macquarie University (Coursera)
- **Operations & Supply Chain:** Purchase Order Management; Inbound/Outbound Logistics; Vendor & Supplier Management; Freight Rate Negotiation; Carrier Management; Bills of Lading; Shipment Tracking; Customs Clearance Coordination; Inventory Control; Cycle Counts; Shipping & Receiving; Order Fulfillment; eCommerce Coordination; SKU & Product Data Management; Warehouse Operations; Data Entry; Cross-Border Shipments
- **Sales & Business Development:** Full-Cycle B2B Sales; Outbound Prospecting; Lead Generation; Pipeline Management; Account Management; Discovery Calls; Cold Outreach; Negotiation; Closing; Upselling; Quote & Invoice Generation; CRM Records Management; HubSpot CRM; Revenue Target Achievement
- **Retail & Team Leadership:** Multi-Site Operations; Staff Scheduling; Performance Coaching; Loss Prevention; Visual Merchandising; KPI Management; Customer Escalation Resolution; Onboarding & Training; Sales Budget Achievement
- **Project Management & Technical:** Project Initiation & Planning; Agile & Scrum Methodology; Risk Management; Stakeholder Communication; Cross-Functional Team Coordination; Microsoft Excel (Pivot Tables, VLOOKUP, Advanced Formulas); Google Sheets; ERP Systems; SQL (Basic); Data Reporting