

## RESUME CUSTOMER

888-888-8888

Street Address, City, State ZIPemail@address.com

## SUMMARY OF QUALIFICATIONS

- Extensive sales knowledge and experience coupled with resourceful product application ideas and a solid history of sales accomplishments.
- Proven capacity to increase product visibility and overall sales potential backed by years of sales and marketing experience.
- Possess strong analytical and planning skills.
- Consistently exceeded sales objectives set forth by current and past employers.
- Productive and efficient work habits without supervision.
- Self-motivated with ability to diversify my techniques based on the job requirements.
- Bilingual (read and write in Spanish at the highest proficiency level.)

## PROFESSIONAL EXPERIENCE

### **Sales Manager, DeLeon Tequila, Venice Beach, CA, Oct 2010- Present**

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### **Inside Sales, Mega Meeting, Sherman Oaks, CA, Sept 2010- Oct 2011**

- Directly responsible for the immediate growth and development of new accounts in Central, South American and European countries by breaking both business culture and language barriers.
- Conducted all company trainings for all Latin American/Spanish companies where typically an in-house training department would handle.
- Maintained customer retention above 80% on a no long term contract client obligation scenario.
- Translated all MegaMeeting.com web content, various sales attachments and created numerous others in Spanish.

**Sports/Outdoor Special Events Director, Metro Media Technologies, Glendale, Ca,  
Feb 2009- July 2009**

- Exceeded previous year second quarter sales by 20% by developing key relationships with Collegiate Athletic Directors and Professional Sports Management.
- Saved company thousands on travel expenses by strategically cultivating strong, lasting relationships with new and existing sports organizations therefore eliminating the need for constant in person follow up visits.
- Established a flagpole in a formally weak to none existent region for business at Metro Media Technologies resulting in 20% total sales revenue increase.

**Internet Marketing Consultant, ReachLocal, Woodland Hills, CA, June 2007- Nov  
2008**

- Increased client ROI by tailoring online marketing campaigns specific to each client's business model in a range of industries resulting in consistent overall growth through web advertising.
- Maintained and grew client base through constant client interaction resulting in over 80% retention.
- Showcased company technology solutions through PowerPoint and online Webinar tools resulting in clear and concise overview leading to over 75% closing ratio within the first two months of employment.
- Developed new employees by assisting them in the selling process, industry research tactics, and time management strategies resulting in higher immediate sales.
- Worked closely with company management to develop and implement new product showcase presentation options for more granule prospect industries.
- Conducted sales trainings for existing clients in order to help them attain higher closing percentages on incoming leads generated through ReachLocal.
- Managed over 30 online marketing campaigns simultaneously monitoring growth trends, working with support and clients to obtain maximum results.

**Outside Sales Representative, Southern Wine & Spirits, Cerritos, CA, Aug. 2003 -  
Apr. 2007**

- Achieved 85-90% of dollar volume goals on a month to month basis following loss of #1 selling spirit sold by company, which accounted for 45% of overall yearly profit totals in my division.
- Implemented the first complete marketing program resulting in new business and solid infrastructure for future sales representatives.
- Cut company cost by effectively monitoring sales in high volume accounts in order to cut down on unnecessary deliveries.
- Increased overall sales by conducting daily phone sales resulting in a 25% increase in total dollar volume in assigned territory.
- Achieved highest per store wine & spirit case count (2004) with over 65 cases sold in the months of November and December.
- Nominated for sales representative of the month 6 times for exceeding sales quotas on specific priority brands set forth by SW&S and for overall dollar volume.
- As a new sales representative, reinstated numerous accounts by offering solutions to ongoing client issues resulting in growth of business and further product distribution.

**Inside/Outside Sales Representative, T.M.G Solutions, Dallas, TX, Feb. 1998 - Aug. 2002**

- Lead weekly training sessions for sales associates, teaching effective sales techniques.
- Amplified product line sales by offering novel ways to market a wide range of product options to a various customers.
- Exceeded prior year quarterly sales 15% by creating and implementing inventory system in order to more effectively track sales in 65 accounts.
- Developed new relationships with upper management in retail accounts by selling company insurance products in conjunction with products being represented by T.M.G.

**Senior Field Sales Representative, Canon, Irvine, CA, Jan. 1995 - Mar. 1998**

- Conducted product sales trainings to in-store retail management and floor associates resulting in higher product awareness and selling technique.
- Repeatedly outsold competitors in retail accounts by gaining the trust and respect of sales associates through strong interpersonal skills and motivation tactics.
- Informed clients on current marketing campaigns, promotions, and recalls.
- Maintained strong channel of communication between retail clients and manufacturer in regards to contract accords.
- Acted as “secret shopper” in retail client accounts to assist retail client sales representatives in improving product knowledge and sales

## **HONORS and AWARD**

# 1 Sales Western Region Territory, Oct. 2001- Jan. 2002 (Canon)

Top Sales Representative on selected wine brands, 2005, (Southern Wine & Spirits)

# 1 Sales on specific wine brands with 65cs. per store average in 15 accounts, 2005  
(Southern Wine & Spirits)

# 1 Overall sales while on Fujitsu Project (T.M.G Solutions)

## **EDUCATION**

Santa Monica College (Current)

Major: Business Marketing