

PROFESSIONAL SUMMARY

Tech-savvy sales professional with experience in SaaS sales and a passion for understanding customer needs. Adept at fostering long-term relationships and delivering data-driven solutions to maximize client ROI. Highly skilled in managing enterprise accounts and providing personalized training to enhance user engagement and adoption.

EDUCATION

Bachelor of Science in Business Administration

University of California / Graduated: May 2019

Certifications

- SaaS Selling Strategies – Coursera (January 2024)
- Salesforce Certified Sales Specialist (November 2023)
- Advanced Negotiation Skills – LinkedIn Learning (July 2022)

SKILLS

- SaaS and cloud computing expertise Expert
- Objection handling and advanced closing techniques Expert
- Competitive analysis and market research Expert
- CRM platforms: Salesforce, Pipedrive, HubSpot Expert
- Data-driven decision making and performance metrics analysis Expert
- Client relationship management and account retention strategies Expert

LANGUAGES

- Spanish: Fluent (written and spoken)
- Mandarin: Conversational

EXPERIENCE

2022 - Now

SaaS Sales Executive

CloudBright Solutions / San Francisco, CA

- Close deals worth \$1.2M annually by identifying client challenges and presenting custom solutions tailored to their specific needs.
- Act as the primary point of contact for 20 enterprise accounts, achieving a 95% renewal rate and fostering long-term partnerships.
- Provide ongoing client training sessions and webinars, boosting software adoption by 35% and ensuring clients realize maximum ROI.
- Lead quarterly business reviews (QBRs) with senior executives, driving a 40% increase in upsell opportunities.

2020 - 2022

Inside Sales Representative

NextWave Technologies / San Francisco, CA

- Outperformed monthly sales quotas by 15%, consistently ranking among the top 10% of the sales team.
- Delivered over 50 product demos monthly, securing a 25% conversion rate and contributing to significant revenue growth.
- Conducted market research to refine lead qualification processes, reducing unqualified leads by 10% and increasing pipeline efficiency.
- Collaborated with the marketing team to optimize email campaigns, resulting in a 20% improvement in lead response rates.

2017 - 2019

Co-Founder

Sales Innovation Group, University of California, Berkeley

- Co-founded a student-driven group that explored innovative sales strategies and technologies for startups.
- Led a team of 10 students in conducting workshops for local small businesses, helping them enhance their sales operations and increase conversion rates by 30%.