

# NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

## Profile

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## Experience

### Regional Sales Manager - The Coca-Cola Company/ Atlanta, Georgia

*December 2020 – Current*

- Collaborated with the marketing executive in establishing a strong social media presence for the company, resulting in a 30% increase in online soft drink sales
- Created and maintained long-term customer relationships, driving the customer retention rate upwards by 15%
- Partnered with the chief marketing officer in launching 12 newly-developed products in both local and international markets
- Designed and implemented a regional sales lead prospecting campaign that led to a 28% increase in qualified leads
- Trained a team of 15 sales representatives to boost quarterly revenue by 70%

### Credit Collections Representative -

Coca-Cola Bottlers' Sales and Services, LLC/ Tampa, Florida

*February 2018 – December 2020*

- Recovered 50 past due accounts from small business clients totaling over \$90,000 monthly
- Presented 13 proposals for enhanced collection procedures to the company's credit collection team
- Resolved major billing issues promptly, resulting in a 67% increase in Coca-Cola customer satisfaction ratings
- Facilitated 15 seminars on advanced credit collection techniques with an 85% attendance rate
- Conducted 45 in-person visits to client offices to collect unsettled accounts and gain feedback on the billing process

### Project Experience

- **Search Engine Optimization Project (2021):** Contributed to the creation of SEO articles and content to maximize customer engagement through online platforms
- **Customer Retention Management Initiation (2021):** Established the use of Salesforce CRM in keeping track of leads, managing pipelines, and boosting sales
- **Coca-Cola Brand Awareness Project (2021):** Joined forces with the marketing team in building a large virtual audience via attention-grabbing campaigns

## Education

2016–2018

### Master of Science in Sales Management - Hellenic American University

- GPA: LIST
- AWARD
- AWARD

2013–2016

### Bachelor of Science in Marketing - George Washington University

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Cold calling
- Contract negotiation
- Lead generation
- Customer retention
- Marketing strategy

## Licenses & Accreditations

### Licenses Licenses & Accreditations

- Salesforce Certified Administrator, Salesforce (2020)
- Certified Sales Executive, Sales and Marketing Executives International (2020)
- SPIN Selling Certification, Huthwaite International (2019)