

## Profile

Dynamic sales leader boasting a track record over seven years in enhancing sales, marketing strategies, operational management, team coaching, and leadership. Proven ability to drive significant growth, fostering a supportive and ambitious environment enabling sales teams to excel and maximize their potential. Entrepreneurial spirit with rich experience in founding and managing enterprises and adept at unifying teams during company mergers. Committed to advancing company objectives through proactive task management.

## Professional & Leadership Background

### Sales Director (Remote Work)

Travel Membership Organization | Since April 2023

- Oversees a remote team of eight sales representatives.
- Handles recruitment, training, and integration of new sales staff.
- Sets and achieves a monthly target of enrolling 100 new members, generating over \$75,000 in revenue.
- Manages customer onboarding, account setups, credit assessments, and payment processing while resolving customer issues.
- Developing an online marketing strategy for digital lead generation.

### Business Development Manager (Contract Role)

Healthcare Monitoring Tech Firm | July 2022 – February 2023

- Built and maintained client relationships to surpass revenue and profitability targets.
- Utilized a B2B2C sales model to engage agencies, train personnel, and directly market to end-users, achieving a conversion rate over 70%.
- Consistently surpassed organizational sales benchmarks.

### Regional Sales Director & Proprietor (On-site)

Management Consulting Firm | December 2016 – January 2021

- Contributed to 35% of new client acquisitions for a major telecom service in the Northeast through direct consumer and business sales.

- Managed operations across multiple locations from New England to Florida with a team of 150 employees.
- Routinely surpassed ambitious monthly sales targets by fostering fast and effective training programs focused on sales techniques and client retention.
- Sustained client relations by resolving issues and enhancing customer engagement.
- Facilitated monthly mentorship gatherings across the East Coast, with attendance of up to 150 individuals.
- Assessed performance metrics to devise and implement strategies enhancing productivity and client retention.

#### Other Professional Background

Senior Supervisor

Landscape Services Firm | February 2021 – June 2022

Maintenance Services Firm | June 2015 – November 2016

#### Academic Qualifications

University in West Virginia

- Bachelor of Science in Visual Communications | May 2015
- Associate in Business Administration | May 2015