

SKILLS

Sales: Retail consumer goods / Custom tailored digital marketing plans across all industries
Grassroots Marketing: Conducted market research to develop marketing strategies for retail points
Public Speaking: Presented marketing plans to executives and upper management
Interpersonal Relationships: Developed a keen sensitivity to people of diverse cultures and backgrounds
Statistical Analysis: Created statistical models generating data trends in order to model business decisions
Multilingual: 100% Fluency in Spanish and English
Technologies: Salesforce, Microsoft Office (Excel, Access, PowerPoint, Word)

WORK EXPERIENCE

Townsquare Interactive, Charlotte, NC

November 2018 - Today

National Account Executive/Business Development Manager

Responsible for generating a strong pipeline of leads that capitalizes on every opportunity, converting those leads into a steady flow of new clients that surpass quota expectations each month, and mentoring new sales representatives who join our team.

- Successfully established and maintained over 500 clients on month to month plans
- Exceeded quota expectations by over 110% YTD and improved year over year
- Achieved and sustained 6 performance based senior promotions
- Mentored and developed 7 new hires in their BDR role and led these individuals into their first promotions

PepsiCo, Charlotte, NC

July 2017- October 2018

Frito-Lay District Sales Leader

In charge of leading the sales team to deliver excellent customer service standards, execute company merchandising plans and ensure uninterrupted distribution of products while nurturing customer relationships to grow sales numbers exceeding prior years.

- Led a 20-person team that services over 200 retail stores in the Charlotte and Rock Hill area
- Exceeded sales plan 130% to prior year numbers, totaling over \$4,000,000
- Ensured team members were upholding a high quality service standard, while delivering store-specific promotions
- Maximized weekly sales volume by upselling customers on incremental display spaces throughout their stores
- Improved all performance metrics, consisting of sales, unsaleable control, service as scheduled and efficiency

Bealls Inc., Washington, NC

May 2015-July 2015

Marketing/Management Intern

Accountable for completing in-store training for supervisor and store manager positions, and designing a grassroots marketing plan directed to new upcoming store locations; including the implementation process.

- Created a grassroots marketing plan designed to improve the efficiency and effectiveness of opening a new store
- Modified the supervisor training process by devising a checklist method that was immediately implemented
- Set up and executed a two-day raffle that resulted in 116 new loyalty card members and over \$5,500 in sales

CTL Packaging USA, Dallas, NC

June 2013-August 2016

Management Intern & Translator

Charged with translating instructional manuals that describe the injection molding tube manufacturing processes from Spanish to English and vice versa.

- Completed detailed translations of over 60,000 words of instruction manuals for injection molded plastic tube machines (both Spanish and English)
 - Designed and packaged tube sample kits used to attract potential clients
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EDUCATION

East Carolina University College of Business, Greenville, NC

May 2017

- Bachelor of Science in Business Administration, Marketing & Supply Chain Management