

# Sezgin Erdogan

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## PROFESSIONAL SUMMARY

Dynamic and results-driven Sales Executive with over 5 years of experience in B2B sales, VIP account management, and strategic business development. Proven track record in driving revenue growth, mentoring sales teams, and building long-term client relationships. Expert in high-level negotiations, data-driven sales strategies, and customer retention. Adept at managing multi-million-dollar sales portfolios, optimizing CRM systems, and enhancing cross-functional collaboration to meet company objectives.

## EXPERIENCE

### Sales Marketing Executive – Major Food Group, FL | Oct 2021 – Present

- Managed high-value VIP accounts, boosting customer satisfaction by 20% and driving a 25% increase in client referrals.
- Directed a \$10M sales portfolio, maintaining a 99.8% transaction accuracy rate and consistently exceeding sales targets.
- Spearheaded B2B catering and restaurant sales, resulting in significant new business and 18% revenue growth.
- Led CRM optimization in Salesforce, improving client engagement and increasing conversion rates by 15%.
- Reduced operational downtime by 20% through the implementation of a streamlined Pickup and Delivery system.

**Key Achievements:** Surpassed quarterly revenue goals by 10%, drove \$3M in annual sales growth, and developed a strategy that increased customer interaction rates by 30%.

### Sales Executive – Brooklyn Chrysler Jeep Dodge, NY | Sep 2020 – Oct 2021

- Played a pivotal role in generating over \$5M in sales by identifying and capitalizing on key business opportunities, building relationships with corporate clients, and maintaining a customer-first approach.
- Conducted in-depth market research to analyze customer needs, competitor trends, and pricing models, leading to the implementation of more targeted and effective sales strategies.
- Designed and launched region-specific marketing campaigns, resulting in a 40% increase in lead generation and a 20% rise in qualified prospects.
- Collaborated with the operations team to streamline the sales funnel, reducing the average sales cycle time by 25% and improving overall client satisfaction.
- Provided mentorship and training to junior sales staff, contributing to a 15% boost in team performance by enhancing their negotiation and sales closing skills.
- Contributed to the successful launch of new product lines, refining market positioning and product offerings, resulting in a 12% uptick in sales.

**Key Achievements:** Drove a 10% increase in market share within one year by strategically targeting underserved customer segments and developed a sales incentive program that improved team morale, resulting in a 25% increase in monthly sales volume.

### Sales Executive – Reis Motors, NY | May 2019 – Aug 2020

- Expanded distributor network by 20%, forming new partnerships and driving revenue growth in previously untapped markets.
- Developed sales strategies tailored to market demands, resulting in an 18% revenue increase.
- Reduced contract negotiation timelines by 15%, securing favorable deals while maintaining strong client relationships.

**Key Achievements:** Consistently exceeded sales targets by 10%, played a key role in increasing market presence, and improved client retention by 15%.

## EDUCATION

Bachelor of Tourism Management – Istanbul University, Turkey | Jun 2017

Software Development Engineer in Test (SDET) – Cydeo Boot Camp, FL | Oct 2023

## SKILLS

Sales & Business Development: B2B Sales, VIP Account Management, Contract Negotiation, CRM (Salesforce, HubSpot), Market Analysis, Sales Strategy

Technical & Analytical: Sales Data Analysis, P&L Responsibility, Microsoft Office, MySQL, Power BI

Soft Skills: Leadership, Client Relations, Team Collaboration, Communication, Problem-Solving

## CERTIFICATIONS

Software Development Engineer in Test (SDET) – Cydeo, 2023

HubSpot Marketing Fundamentals – HubSpot Academy, 2024