

Objective:

Results-driven, bilingual sales professional with a proven track record in B2B sales, client prospecting, and strategic account management. Expertise in building and maintaining business relationships, closing deals, and exceeding sales targets while driving company growth.

Professional Experience:

RX30 - A Pharmacy Software Company, Miami, FL

Sales Development Representative

October 2022 – December 2024

- Drove top-of-funnel sales efforts by identifying and qualifying high-potential pharmacy leads for tailored software solutions.
- Conducted research to target decision-makers and develop personalized outreach strategies via calls, emails, and social platforms.
- Collaborated closely with account executives to schedule product demonstrations and ensure smooth handoffs of qualified opportunities.
- Consistently exceeded lead generation and appointment-setting targets, contributing to a 25% increase in overall team pipeline growth.
- Maintained accurate records of prospecting activities and client interactions in CRM tools to optimize pipeline visibility and forecasting.
- Built strong initial relationships with prospective clients, providing value-driven insights into software solutions that streamline pharmacy operations.

Kayros Pro Digital Solutions, Hallandale Beach, FL

Sales Executive

March 2020 – October 2022

- Managed B2B sales for a portfolio of digital marketing solutions, including SEO, social media marketing, and content creation.
- Conducted market research to identify and engage potential business clients, customizing marketing strategies to align with their goals.
- Built and nurtured long-term business relationships, driving repeat business and referrals.
- Partnered with internal teams to deliver solutions that met client needs, ensuring seamless project execution.
- Exceeded sales targets by 25%, securing long-term contracts and boosting annual revenue by 30%.
- Designed and implemented retention strategies, increasing client renewals by 20%.

Education:

Florida International University

Bachelor's Degree in Business

Ronald W. Reagan Senior High School

Graduated with a 4.2 GPA

Skills:

- **B2B Sales Expertise:** Extensive experience in identifying, targeting, and converting business prospects into loyal clients.
- **Relationship Management:** Proven ability to develop and maintain strong business partnerships with clients and stakeholders.
- **Consultative Selling:** Skilled in understanding business challenges and tailoring solutions to meet client-specific objectives.
- **CRM Mastery:** Proficient in Salesforce and HubSpot for managing sales pipelines, tracking metrics, and forecasting revenue.
- **Strategic Planning:** Experienced in market research, sales planning, and execution to

achieve and surpass growth goals.

- **Data-Driven Approach:** Adept at analyzing sales metrics to inform strategy and optimize performance.
- **Bilingual Communication:** Fluent in English and Spanish, enabling seamless communication with a diverse client base.

Key Competencies for B2B Sales Roles:

- **Client Prospecting:** Expertise in identifying new business opportunities and converting leads into revenue-generating clients.
- **Account Growth:** Proven ability to drive growth by upselling and cross-selling tailored solutions.
- **Negotiation Skills:** Strong negotiation abilities, closing high-value contracts and securing long-term commitments.
- **KPI Management:** Consistently surpassing sales goals and aligning performance with company objectives.
- **Business Acumen:** In-depth understanding of client needs and market trends to offer innovative solutions.

Professional Development & Additional Skills:

- Experience in B2B environments, focused on scaling revenue and optimizing client satisfaction.
- Proficiency in managing complex sales cycles and delivering measurable results.
- Expertise in handling payment collection and guiding clients through financing options for long-term partnerships.