

## Alec Depofi

Dynamic and results driven B2B sales professional with over 7 years of experience driving revenue growth, cultivating client relationships, and consistently exceeding targets in highly competitive markets. Proven ability to thrive in B2B environments. Specializing in prospecting strategies through cold calling, walk-ins and CRM tools, like Salesforce, Zoominfo. Experienced in selling restaurants SaaS platforms, delivering tailored product demos, and aligning technology solutions to customer pain points, showing how SaaS can boost their revenue and make their business run smoother.

### EXPERIENCE

#### SpotOn, Pompano Beach — Account Executive

July 2024 - PRESENT

- Generate new Business through prospecting, marketing and networking.
- Successfully sold restaurant software solutions to single and multi unit restaurant operators, identifying pain points and tailoring demos to meet unique operational needs.
- Drove high volume outreach and effectively managed a dynamic sales pipeline, ensuring consistent deal progression and accurate forecasting across all stages of the sales cycle.

#### Cintas, Ft Lauderdale — Sales Rep

June 2022 - July 2024

- Manage a territory of 150+ accounts, offering facility service solutions to prospects.
- Generate revenue and meeting sales goals.
- Developing and qualifying leads within respective territory to drive additional sales through cold calling and onsite visits.

#### Real Genius, Coconut Creek — Loan Officer

July 2020- June 2022

- Draft loan contracts, Process applications and counsel clients on policies and restrictions.
- Recommend best loan options suited for each clients goals.
- Gather and closely analyze financial data to determine whether clients qualify for their desired loan.

#### Enterprise Rent A Car, Pompano Beach — Branch Manager

July 2017 March 2020

- Train, coach, develop and motivate 10 employees on how to sell products, customer service, and operations leading to 6 internal promotions.
- Increased branch revenue by 15% through strategic upselling, fleet utilization, and cost controlled measures.
- Manage Branch with over 400 vehicles, optimizing inventory based on customer demand, seasonality, and ROI.

### SKILLS

SalesForce.

SaaS.

Sales.

Time Management.

Handling Pressure.

Customer Service.

Marketing.

Prospecting.

Microsoft Office Proficiency.

Training.

### AWARDS

Summit Q4 FY23

Summit Q2 FY24

Top 10 Branch Manager Jan 2020

Top 10 Branch Manager Nov 2019

Top 10 Branch Manager Oct 2019

Top 10 branch Manager May 2019

### EDUCATION

Florida Atlantic University, Boca Raton — Bachelors – July 2017