

CYNTHIA RUHANA**Professional Summary**

- Results-driven sales professional with over 7 years of experience driving revenue growth, building strategic client relationships, and leading business development initiatives across diverse markets.
- Experience in full-cycle sales execution, and account management across SaaS, cloud, and insurance industries.
- Combining a hunter mentality with a strategic mindset and working in a team environment, has proven ability to identify new opportunities, deliver customized solutions, and build lasting client relationships.
- I thrive in fast-paced, collaborative environments and I am passionate about using technology to solve real-world problems and enhance customer experience.
- Proven success selling cloud-based HR technology at HRWIZE and AI-powered SaaS solutions at Accenture, consistently exceeding quotas and opening new markets.
- Holds active licenses in health and life insurance, with strong knowledge of insurance processes and a growing network in the industry.
- Adept at generating leads via LinkedIn Sales Navigator, ZoomInfo, industry conferences, and targeted outreach campaigns.

Work Experience**Sales Development Representative Analyst****Accenture-Remote****January 2024 to May 2025**

- Own the end-to-end sale process.
- Responsible for driving product and service promotion with a strong focus on SaaS sales.
- Consistently surpassed the sales target, achieving 150% of the monthly quota.
- Conduct in-depth market research intelligence to anticipate client needs.

Insurance Agent**self-employed-Miami, FL****March 2023 to Present**

- Identify clients' needs.
- Recommend appropriate insurance policies Sell health and Life insurance.
- Provide post-sale support Lead generation.
- Policy renewal.

Account Executive**HRWIZE-Remote****January 2022 to December 2023**

- Drove new business development in the American market by 50%.
- Managed full sales cycles consistently meeting or exceeding target.
- Cultivated strong lasting relationships with clients, partnering with other departments ensuring smooth onboarding, customer satisfaction and retention creating upselling opportunities.
- Delivered tailored product demonstrations and presentation to address customer pain points and show value.

International Business Developer**Florida Purchasing Agency****January 2018 to December 2022**

- Spearhead the growth strategy that increased sales by 15% in the Caribbean market by focusing on both financial growth and customer satisfaction
- Mentored and developed entry-level sales into high-performing team members
- Track individual KPI's and pipeline performance, providing accurate sales forecast to leadership and identifying areas for improvement

Education

Master in International Business, Montpellier Business School, France
January 2018 to December 2018

Bachelor Business in developer Novancia Business School, France
January 2015 to December 2015

Skills

- Sales
- Marketing & Email Tools
- Sales analytics & reporting

- Sales operations
- Communication skills
- Market research & Prospecting
- Product Knowledge & Tech Savviness
- Organizational skills
- Customer service
- CRM & sales Enablement
- English
- Inside sales
- Contract & Proposal Tools
- Microsoft Office
- B2B Sales
- Presentation & Demos Tools