





RONNA JACKSON

Sales Associate

CONTACT

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Brooklyn, NY 
[LinkedIn](#) 

EDUCATION

Diploma
Brearly High School
Clark, NJ
2010 - 2014

SKILLS

Customer Satisfaction
Customer Retention
CRM (Salesforce)
Negotiation
Problem Solving
Persistent
Verbal Communication

CAREER OBJECTIVE

Throughout my 6+ years experience in sales I've focused relentlessly on customer satisfaction to regularly exceed sales targets. Looking for an opportunity to continue this practice to improve the sales experience of customers at Acme Corp.

WORK EXPERIENCE

Sales Associate

RocketMortgage / April 2017 - current / Brooklyn, NY

- Took an empathetic approach and quickly understood customer problems leading to a 27% customer close rate
- Worked outbound sales initiatives to increase lead generation by 10% quarter over quarter
- Led initiatives for prospective home-buyers to improve brand awareness and increase inbound customer interest resulting in \$325,000 in incremental revenue
- Worked closely with potential customers to understand their needs and quickly match their needs with appropriate product offerings
- Built ongoing relationships with customers to ensure their satisfaction throughout their experience with RocketMortgage leading to annual retention rate 7% above targets
- Recognized as a "all star" employee (awarded to the top 5% of performers in the company)

Retail Associate II

Reebok / September 2016 - March 2017 / Rahway, NJ

- Worked closely with management to prioritize sales of high margin inventory resulting in a gross margin improvement of 5% year over year
- Managed 3 retail sales associates and maintained performance improvements of 10% quarter over quarter
- Improved the shopper to customer conversion rate of the store by 6% by prioritizing immediate customer service of inbound customers

Retail Associate

Reebok / September 2014 - September 2016 / Rahway, NJ

- Exceeded retail sales targets in 7 out of 8 quarters
- Beat targets for customer loyalty signups by 8% by promoting savings benefits of program

- Through a thorough understanding of product inventory quickly responded to customer questions resulting in a customer satisfaction rating of 99%