Laura Anderson
Sales Consultant

l.anderson@email.com
(123) 456-7890
Cambridge, MA
LinkedIn

WORK EXPERIENCE

Sales Consultant

HubSpot

Cambridge, MA | 2018 - current

- Built case studies using Qwilr to showcase the success of optimized sales processing with tangible examples and results, driving a 37% increase in consultancy engagements.
- Developed customized sales dashboards in Microsoft Dynamics 365 for real-time insights into sales metrics, facilitating data-driven decision-making and improving sales forecast accuracy by 21%.
- Segmented and administered lead lists through Marketo, tailoring outreach strategies and achieving a 26% uplift in lead-to-customer conversion.
- Deployed geo-specific content libraries in Showpad for global campaigns, *resulting in a 49% increase in local market penetration and a 38% boost in regional sales.*

Sales Executive

Wayfair

Boston, MA | 2015 - 2018

- Managed a portfolio of 74+ clients using PandaDoc to maintain and update contracts, cutting down administrative time by 48%.
- Carried out thorough market research with Google Analytics to analyze online behavior trends to discover possible sales opportunities which *increased the lead pool by 36%.*
- Prepared comprehensive reports by compiling and analyzing monthly sales data, improving sales efficiency by 16%.
- Leveraged Clearbit's data enrichment to initiate 113+ cold calls every week, securing 19+ new client meetings and expanding the client base by 12%.

Sales Associate

Macy's

Boston, MA | 2012 - 2015

- Enhanced the in-store experience for distant customers by setting up a virtual help desk on Webex, increasing online-to-offline conversions by 23%.
- Collaborated with the inventory team using Asana, keeping track of stock levels to ensure timely restocks, leading to an 18% decrease in out-of-stock complaints.
- Completed regular training sessions on Allego, building product knowledge and communication skills, which *translated to a 14% increase in upselling success rates.*
- Handled POS transactions during high-traffic retail hours, ensuring a seamless checkout experience for customers and reducing waiting time by 33%.

SKILLS

- Microsoft Dynamics 365
- Showpad
- Marketo
- Webex
- Google Analytics
- Qwilr
- PandaDoc
- Asana
- Clearbit
- Allego

EDUCATION

Bachelor of Science Business Administration

Babson College

2008 - 2012

Wellesley, MA