





# TARA RAMOS

## SENIOR SALES ASSOCIATE

### CONTACT

t.ramos@email.com   
(123) 456-7890   
New York, NY   
[LinkedIn](#) 

### EDUCATION

Bachelor of Arts  
Communication  
University of Texas at  
Austin  
2008 - 2012  
Austin, TX

### SKILLS

Results-oriented  
HubSpot CRM  
Microsoft Office (Excel,  
Powerpoint)  
Presentation Skills

### SUMMARY

*Experienced sales professional who has worked selling complex products to small businesses and consumers while exceeding sales targets. Excited about the prospect of joining Nordstrom to work in an enterprise sales environment.*

### WORK EXPERIENCE

#### Senior Sales Associate

80Twenty

2016 - current / New York, NY

- Partnered with field sales professionals to drive profitable growth and **ensure customer satisfaction, exceeding sales targets by 7%**
- Trained and mentored junior sales staff on company best practices and best practices in HubSpot to document customer journeys
- Implemented best practices in HubSpot for each customer interaction to ensure no customers fell through the cracks during the sale
- Collaborated with management to iterate and improve on sales script for different stages of the sales process to improve close rate by 15%

#### Sales Associate

Xero

2012 - 2016 / New York, NY

- Executed outbound sales initiatives to small businesses to learn about accounting and bookkeeping needs, leading to a **5% customer closing rate in 2014 and 2015**
- Worked to understand customer pain points with their current accounting solution and highlighted Xero software efficiency in addressing those issues
- Supported 13 teammates on the sales staff during double-bookings or busy times
- Mastered product offerings from the product management team to direct inbound leads to the appropriate products, resulting in customer satisfaction 10% above target

#### Sales Associate

Sephora

May 2011 - July 2012 / New York, NY

- Executed makeup and toiletry sales and cashiering processes with 80+ daily customers
- Doubled lipliner and lip stain sales in 2012 via expert product knowledge and low-pressure upselling techniques
- Designed and implemented new grooming and scent kits for dogs and their owners, leading to a **\$123k increase in 2010 revenue**