



Rachel Johnson

Senior Sales Strategy Associate

Strategic sales leader known for driving double-digit revenue growth across the technology and fintech sections. Focused on incorporating data-driven insights to inform sales methodologies and empowering sales teams of up to 50 members to perform at their peak.

CONTACT INFORMATION

 (123) 456-7890

 racheljohnson@example.com

 LinkedIn | Portfolio

 Bozeman, MT 12345

KEY SKILLS

- Client relationship management
- Cross-functional collaboration
- Market analysis
- Product launch
- Sales forecasting
- Team leadership and development

EDUCATION

- Master of Science (M.S.) in Sales Management
June 2022
Montana State University, Bozeman, MT
- Bachelor of Science (B.S.) in Business Administration
June 2013
University of Pennsylvania, Philadelphia, PA

PROFESSIONAL EXPERIENCE

Senior Sales Strategy Associate | February 2018 - Present
Snowflake Inc. | Bozeman, MT

- Manage a portfolio of key enterprise accounts that generated over \$5 million in recurring annual revenue
- Maintained knowledge of Snowflake's latest product suite for sales presentations
- Partnered with the data analytics team to design and implement a data-driven sales forecasting model that improved forecast accuracy to within 5% of actual sales
- Utilize Salesforce to track and manage customer interactions, opportunities, and progress toward sales quotas
- Participated in at least 10 events per year to network with potential clients and industry leaders while increasing brand exposure

Senior Sales Associate | March 2013 - August 2018
Affirm Holdings | San Francisco, CA

- Built and maintained strategic relationships with high-value clients in the fintech sector
- Closed a \$1 million deal with a leading online payment processor specializing in digital transactions for e-commerce boutiques
- Spearheaded a new sales training program, empowering team to meet or exceed sales targets by as much as 35%
- Collaborated with the product development team to conduct market research to identify client challenges and opportunities
- Utilized customer relationship management strategies to increase customer retention rate by 20% in the first year

CERTIFICATIONS

- Certified Salesforce Sales Representative, Trailhead, August 2019
- Certified Sales Executive, Sales and Marketing Executives International, September 2018