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# Theresa Castillo

## National Sales Manager

Strategic national sales manager with ten years of experience leading country-wide efforts at Samsung Electronics and LG. Adept at developing go-to-market strategies, managing large teams, and driving sales growth of 30% across multiple regions.

## CONTACT

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-  City, ST 12345

## EDUCATION

- Master of Business Administration (MBA)  
University of Michigan–Ross School of Business  
Ann Arbor, MI | May 2012
- Bachelor of Science in Marketing  
University of Florida  
Gainesville, FL | May 2009

## KEY SKILLS

- National sales strategy & execution
- P&L oversight & budget management
- Large-scale team leadership
- Channel partner development

## PROFESSIONAL EXPERIENCE

### NATIONAL SALES MANAGER | SAMSUNG ELECTRONICS, NEW YORK, NY SEPTEMBER 2018 – PRESENT

- Led a national sales force of 50 representatives, driving overall sales growth by 30% in two years.
- Developed and executed go-to-market strategies for new product launches, resulting in \$50 million in first-year revenue.
- Managed a \$20 million annual P&L, optimizing resources to improve profitability by 12%.

### REGIONAL SALES DIRECTOR | LG ELECTRONICS, ATLANTA, GA JANUARY 2014 – AUGUST 2018

- Oversaw sales operations across four southeastern states, achieving 20% YOY growth consistently.
- Established and nurtured partnerships with major retail chains, expanding channel reach by 25%.
- Mentored and developed a team of 20 sales managers, increasing retention by 15%.

## CERTIFICATIONS

- Certified Sales Leadership Professional (CSLP), Sales Management Association, April 2016