

BETTY GONZALES

Sales Manager

City, ST 12345 | (123) 456-7890 | email@example.com | LinkedIn | Portfolio



PROFILE

Proficient sales manager with extensive experience at renowned multinational corporations like Coca-Cola. Track record in formulating strategic sales plans, training and developing teams, and collaborating effectively across departments to drive customer satisfaction and meet organizational goals. Certified by the American Marketing Association.

KEY SKILLS

- Budgeting and financial management
- Customer service excellence
- Strategic sales planning
- Team training and mentoring
- Cross-functional collaboration

PROFESSIONAL EXPERIENCE

Sales Manager

Coca-Cola, Atlanta, GA | December 2021 - Present

- Lead a high-performing sales team of 20 members, consistently achieving team sales targets for six consecutive quarters.
- Implemented a comprehensive training program for new hires, reducing onboarding time by 25%.
- Developed key partnerships with major accounts, driving a 15% annual increase in regional sales.

Senior Sales Executive

Procter & Gamble, Philadelphia, PA | January 2019 - November 2021

- Formulated and executed a strategic sales plan that resulted in a 20% year-over-year sales growth.
- Trained and mentored 15 sales associates, improving individual performance metrics by an average of 30%.
- Managed collaboration between sales and marketing that increased customer satisfaction by 10%.

EDUCATION

Bachelor's Degree in Marketing

University of Scranton, Scranton, PA | May 2017

CERTIFICATIONS

- Strategic Sales Management Certification (SSMC), American Marketing Association (AMA), May 2019