



Wendy Quinlan

Sales Executive

Disciplined B2B sales professional with 2 years of experience building pipelines in HubSpot and NetSuite ERP, managing up to 38 active opportunities from initial contact to signed contract. Grew referral-generated business to 29.4% of total pipeline by requesting introductions at the close of every successful order.

CONTACT INFORMATION



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Marshfield, WI 12345

KEY SKILLS

- HubSpot
- NetSuite ERP
- Salesforce
- Microsoft Excel
- B2B Prospecting
- Pipeline Management
- Product Recommendations
- Competitor Analysis
- Referral Selling
- Inventory Coordination

PROFESSIONAL EXPERIENCE

SALES EXECUTIVE | CRANBERRY CREEK COMMERCIAL SUPPLY, MARSHFIELD, WI
2025 – PRESENT

- Averaged 73 cold calls per week using a structured call block of 3 hours each morning, converting outreach into 9 qualified discovery meetings per week.
- Managed a pipeline of 38 active opportunities in HubSpot, advancing deals through 4 stages from initial contact to signed contract in an average of 26 days.
- Grew referral-generated business to 29.4% of total pipeline by requesting introductions at the close of every successful order.
- Recommended equipment and supply packages to customers based on facility size and usage patterns, checking stock levels in NetSuite ERP before quoting lead times.

SALES ASSOCIATE | PINE VALLEY OFFICE PRODUCTS, WAUSAU, WI
2024 – 2025

- Completed an average of 47 cold calls per week during the first 6 months, increasing volume to 62 per week by the end of the role.
- Built a pipeline of 22 opportunities within 4 months by targeting small-business accounts in a three-county territory.
- Monitored competitor pricing and product launches weekly, compiling a briefing document that shortened response time to market changes from 12 days to 5 days.
- Reordered high-turnover merchandise by reviewing stock reports each Friday, maintaining fill rates above 97.07% for the 14 SKUs assigned to the territory.

EDUCATION

- BS in Marketing, University of Wisconsin-Stevens Point, Stevens Point, WI | 2020 – 2024