

# ISABELLA CLARK

Outside Sales Representative

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## PROFESSIONAL SUMMARY

Dynamic Outside Sales Representative with 7 years of experience driving revenue growth in competitive markets. Expertise in cultivating client relationships, executing strategic sales initiatives, and expanding market presence through targeted outreach. Committed to delivering exceptional service while achieving and surpassing sales targets in diverse sectors.

## WORK EXPERIENCE

**Outside Sales Representative**  
Blue Sky Innovations

Apr / 2020-Ongoing  
Chicago, IL

- Managed a \$3.5 million sales territory across Ohio, Indiana, and Kentucky, focusing on high-volume retailers for patio products and landscaping materials.
- Achieved 5% sales growth year-over-year by effectively promoting Oldcastle products to retail partners.
- Conducted market analysis to identify opportunities for custom moisture shield composite decking sales to contractors.
- Expanded market presence by cold calling and onboarding several new independent dealers.
- Introduced innovative product offerings to existing accounts, driving increased sales and customer satisfaction.
- Collaborated with Lowe's market directors to develop actionable sales strategies and performance improvement plans.
- Participated in trade shows, showcasing products and establishing new business relationships.

**Senior Inside Sales Representative**  
Lakeside Apparel Co

Apr / 2018-Apr / 2020  
Chicago, IL

- Managed sales of Senco pneumatic tools and accessories, achieving a \$2.5 million sales goal through strategic relationship-building.
- Conducted over 40 dealer calls daily, effectively nurturing existing relationships and acquiring new clients.
- Achieved significant account growth, increasing sales from zero to \$20,000 annually through targeted outreach.
- Collaborated with outside sales representatives to cultivate key accounts tailored to customer needs.
- Designed and delivered a comprehensive sales training program for new hires, enhancing team performance.
- Recognized with the Pillar of Excellence Award for outstanding dedication and service.

## EDUCATION

**Bachelor of Business Administration**  
University of Ohio

Apr / 2016-Apr / 2018  
Santa Monica, CA

Focused on Sales and Marketing strategies, with coursework in Consumer Behavior and Market Research.

## SKILLS



## ACHIEVEMENTS

- Increased territory sales by 25% within one year through strategic account management.
- Developed and implemented a training program for new sales team members, improving onboarding efficiency by 30%.
- Achieved top sales performance award for exceeding quarterly sales targets by 15% consistently.