

# WILLIAM PEREZ

## Sales Development Manager

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### PROFESSIONAL SUMMARY

Innovative Sales Development Manager with 7 years of proven success in boosting revenue through targeted sales strategies. Expertise in leading dynamic teams to achieve and exceed performance metrics while enhancing client engagement. Driven to utilize analytics and market insights to refine sales processes and foster sustainable growth.

### WORK EXPERIENCE

**Sales Development Manager** Mar / 2021-Ongoing  
**Seaside Innovations** Santa Monica, CA

1. Led a sales team of twelve, driving performance through motivation and strategic planning.
2. Utilized Salesforce to optimize territory assignments and sales tracking.
3. Developed innovative strategies and provided actionable insights to exceed sales targets.
4. Collaborated with residential representatives to enhance field support and sales initiatives.
5. Analyzed sales data to identify trends and improve team performance through data-driven decisions.
6. Facilitated team meetings to ensure effective communication and resource allocation.
7. Oversaw hiring and training processes, enhancing team capabilities through targeted development.

**Sales Development Manager** Mar / 2018-Mar / 2021  
**Lakeside Apparel Co** Chicago, IL

1. Engaged with customers to drive sales and enhance service delivery.
2. Executed follow-up strategies on monthly campaigns for three store locations, boosting engagement.
3. Coordinated with outside sales reps to ensure timely follow-up on leads generated.
4. Managed correspondence with convention coordinators to secure printing contracts.
5. Handled outside sales responsibilities for designated areas, accurately estimating jobs and following up with clients.

### EDUCATION

**Bachelor of Business Administration** Mar / 2015 - Mar / 2018  
**University of California** Phoenix, AZ

Focused on marketing and sales management, equipping students with skills for strategic decision-making.

### SKILLS

Market Segmentation  
Sales Automation Tools  
Conflict Resolution  
Motivational Skills  
Strategic Planning

### INTERESTS

Home Brewing Wildlife Conservation  
Running Public Speaking

### STRENGTHS

Willingness Wisdom  
Zeal Ingenuity

### LANGUAGES

English Mandarin Spanish

### ACHIEVEMENTS

- Increased sales by 30% within one year through targeted outreach and strategic account management.
- Implemented a new CRM system that improved lead tracking and conversion rates by 25%.