

# ETHAN MARTINEZ

## Senior Sales Operations Manager

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### PROFESSIONAL SUMMARY

Strategic Sales Operations Manager with a decade of experience in enhancing operational workflows and driving sales performance. Expert in utilizing data analytics to create actionable insights that fuel revenue growth. Proven leader in cross-functional collaboration, fostering synergies to meet ambitious business objectives and elevate customer satisfaction.

### WORK EXPERIENCE

#### Senior Sales Operations Manager

📅 Feb / 2018-Ongoing

##### WidgetWorks Inc.

📍 Denver, CO

1. Support the operation of global sales functions within the Financial Services Industry Business Group, leveraging Salesforce.com for opportunity management and deal lifecycle oversight.
2. Analyze and evaluate sales data and economic trends to assess the achievement of sales targets.
3. Facilitate the sales team by providing essential technical and administrative information regarding services.
4. Create and present performance and procedural materials for the leadership team to enhance operational clarity.
5. Train and support sales staff on tools, processes, and best practices.
6. Developed a centralized Commission document repository using SharePoint to streamline access to commission information for Sales Operations and leaders.
7. Recommended and implemented policy changes leading to a more efficient bonus program, ensuring timely rewards for top performers.

#### Sales Operations Manager

📅 Feb / 2015-Feb / 2018

##### Summit Peak Industries

📍 Denver, CO

1. Managed a multi-million dollar vehicle inventory, overseeing order entry, dealer trades, and shipping logistics.
2. Handled billing processes for new and dealer trade vehicles, ensuring accuracy and timeliness.
3. Assisted in financial operations, providing support for vehicle financing.
4. Conducted retail reporting for BMW, ensuring compliance with corporate standards.
5. Enhanced CSI score from 45% to 99.2% through targeted customer service initiatives.
6. Coordinated BDC operations, focusing on sales support and lease retention strategies.

### EDUCATION

#### Bachelor of Business Administration

📅 Feb / 2012-Feb / 2015

##### University of California

📍 Chicago, IL

Focused on Sales and Marketing strategies.

### SKILLS

Microsoft Excel

Sales Forecasting

Inventory Management

Effective Communication

### ACHIEVEMENTS

- 🌟 Implemented a new sales tracking system, increasing forecasting accuracy by 25%.
- 🌟 Redesigned the sales compensation structure, resulting in a 15% boost in team productivity.
- 🌟 Led a project that streamlined reporting processes, reducing report generation time by 40%.