

Camesha Cyrus

Group Sales Manager

Profile

A dynamic and results-driven Group Sales Manager with 5 years of experience in leading high-performing sales teams and consistently exceeding revenue targets. Proven expertise in strategic planning, market analysis, and relationship building, coupled with exceptional communication and negotiation skills. Adept at implementing innovative sales strategies and fostering long-term partnerships with key clients to drive business growth and increase market share. Demonstrated ability to mentor and develop team members, ensuring continued success in competitive environments.

Employment History

Group Sales Manager at IBM, NC

Feb 2023 - Present

- Successfully led a team of 15 sales representatives to achieve a record-breaking \$50 million in annual revenue for IBM North Carolina, surpassing the previous year's figures by 20% and exceeding the target by 12%.
- Implemented innovative sales strategies and training programs that resulted in a 35% increase in customer acquisition rates, contributing to a 25% overall growth in the group's client base within two years.
- Spearheaded a cross-functional project that streamlined the sales process, reducing the average sales cycle duration by 15% and increasing the group's efficiency, which led to a 10% improvement in customer satisfaction ratings.

Assistant Group Sales Manager at Red Hat, NC

Aug 2018 - Jan 2023

- Successfully led a team of 5 sales representatives in achieving a 25% increase in group sales revenue within the first year, generating an additional \$2 million in annual revenue for Red Hat, NC.
- Developed and implemented a comprehensive sales training program for new hires, resulting in a 30% reduction in onboarding time and contributing to a 15% improvement in overall team performance.
- Established key strategic partnerships with 10 major clients within the technology industry, increasing the company's market share by 8% and driving an additional \$1.5 million in annual sales.

Certificates

Certified Professional Sales Person (CPSP)

Aug 2021

Certified Group Sales Executive (CGSE)

Aug 2020

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Education

Bachelor of Business Administration in Sales and Marketing at University of North Carolina at Chapel Hill, NC

Aug 2014 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Sales Management, Digital Marketing, Advertising and Promotion, Brand Management, Market Research, International Marketing, and Strategic Selling Techniques.

Links

[linkedin.com/in/cameshacyrus](https://www.linkedin.com/in/cameshacyrus)

Skills

Negotiation

Forecasting

CRM (Customer Relationship Management)

Teamwork

Presentation

Networking

Salesforce proficiency

Languages

English

Portuguese