

# Susanna Craze

Inside Sales Engineer

## Profile

Results-driven Inside Sales Engineer with 1 year of experience in providing effective engineering solutions and exceptional customer service. Proficient in technical sales, product demonstrations, and collaborating with cross-functional teams to ensure project success. Demonstrates strong analytical and problem-solving skills, with a focus on continuous improvement and client satisfaction. Seeking opportunities to leverage engineering expertise and sales acumen to drive business growth.

## Employment History

### Inside Sales Engineer at Grainger Industrial Supply, IL

May 2023 - Present

- Achieved 120% of annual sales target by closing deals worth \$1.5 million, contributing to a 15% growth in the company's overall revenue.
- Successfully expanded the customer base by 25% within a year, bringing in 50 new high-value clients through targeted marketing strategies and relationship building.
- Implemented a new CRM system that increased sales efficiency by 30%, leading to a 10% reduction in sales cycle time and better customer management.
- Trained and mentored a team of three junior sales engineers, resulting in a 50% increase in their productivity and a 20% improvement in customer satisfaction ratings.

### Associate Inside Sales Engineer at Graybar, IL

Jul 2022 - Apr 2023

- Achieved 150% of sales target in the first year, generating \$1.2 million in revenue for Graybar, IL by successfully building and maintaining strong relationships with key clients and partners.
- Expanded the client base by 30% within two years by strategically identifying and targeting new business opportunities, leading to higher market penetration and increased revenue for the company.
- Implemented an effective lead generation strategy that increased the conversion rate by 25%, resulting in a significant boost in sales and overall company growth.

## Education

### Bachelor of Engineering in Mechanical or Electrical Engineering at University of Illinois at Urbana-Champaign, IL

Aug 2017 - May 2022

Relevant Coursework: Mechanical Engineering Design, Thermodynamics, Fluid Mechanics, Control Systems, Electrical Circuits, Power Electronics, Digital Systems, Microprocessors, and Materials Science.

## Certificates

## Details

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## Links

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

## Skills

AutoCAD

Salesforce

MATLAB

Python

SolidWorks

Tableau

Pipedrive

## Languages

English

Arabic

## Hobbies

Building electronic gadgets

Reading industry-related books and articles

Attending technology conferences and workshops