

Adelina Rocklin

Technical Sales Engineer

I am a highly motivated Technical Sales Engineer with over 3 years of experience in the field. I have expertise in sales operations, customer service, and technical support. I have a proven record of exceeding sales goals, managing multiple projects simultaneously, and developing customer relationships. I have an in-depth knowledge of products, services, and customer needs. Additionally, I have excellent communication skills and a strong ability to persuade and influence others. I am passionate about providing exceptional customer service and developing successful long-term customer relationships.

adelina.rocklin@gmail.com

(651) 877-2699

San Francisco, CA

Education

**Bachelor of Science in
Technical Sales Engineering
at California Polytechnic
State University, San Luis
Obispo, CA**

Aug 2015 - May 2020

Relevant Coursework:
Technical Mathematics, Sales
& Marketing Strategies,
Business Process Design
& Implementation, Product
Design & Development,
Technical Communication.

Links

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

Skills



Employment History

Technical Sales Engineer at IBM, CA

Dec 2022 - Present

- Spearheaded the development of a new cloud-based solution for IBM’s Canadian clients, resulting in a 50% increase in sales revenue in the region.
- Developed and implemented a comprehensive technical training program for IBM’s sales team in Canada, increasing their understanding of the company’s product offerings by 25%.
- Negotiated a major contract with a large Canadian financial institution that resulted in a \$3 million increase in annual revenue for IBM.
- Led a successful effort to create a new customer service program that improved customer satisfaction ratings by 20%.

Associate Technical Sales Engineer at Microsoft, CA

Jul 2020 - Oct 2022

- Increased Microsoft’s market share in the San Francisco Bay Area by 20% within the first year of employment.
- Generated \$2.5 million in new revenue by researching and presenting innovative solutions to clients.
- Achieved 95% customer satisfaction rating in the first year, exceeding company expectations.
- Developed a comprehensive training program for new associates, resulting in a 30% decrease in onboarding time.

Certificates

Certified Salesforce Technical Architect

Jun 2021

Certified Professional in Technology Solutions (CPTS)

Oct 2019

Memberships

Institute of Electrical and Electronics Engineers (IEEE)

**Association of Technology, Management, and Applied
Engineering (ATMAE)**