

Jennifr Koessel

Sales Engineer

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📍 123 Cedar Street, Des Moines, IA 50307

Education

Bachelor of Science in Engineering and Sales Management at Iowa State University, Ames, IA

Aug 2016 - May 2021

Relevant Coursework: Engineering Principles, Sales and Marketing Strategies, Project Management, Business Analytics, Operations Management, Supply Chain Management, Quality Control, Technical Communication, and Financial Management.

Links

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

Skills

CRM proficiency

CAD expertise

SQL knowledge

Python programming

Tableau mastery

Salesforce utilization

IoT understanding

Languages

English

Spanish

Profile

Sales Engineer with 2 years of experience in providing technical support and developing business solutions for clients across various industries. Adept at collaborating with cross-functional teams to analyze customer requirements, identify product improvements, and deliver tailored solutions. Proficient in conducting product demonstrations, negotiating contracts, and building long-lasting client relationships. Demonstrates strong communication and presentation skills, along with a proven track record of achieving sales targets and driving revenue growth.

Employment History

Sales Engineer at Rockwell Automation, IA

Apr 2023 - Present

- Achieved 120% of annual sales target in 2019, generating over \$2.4 million in revenue for Rockwell Automation, IA by leveraging strong technical expertise and effectively collaborating with the sales team.
- Successfully implemented a new sales strategy that resulted in a 25% increase in new customer acquisitions within the industrial automation sector in Iowa during the 2018-2019 fiscal year.
- Led a cross-functional team to secure a major contract worth \$1.5 million with a top-tier manufacturing company, resulting in a 15% increase in market share for Rockwell Automation, IA in 2020.
- Developed and conducted comprehensive technical training programs for over 200 clients, which led to a 30% increase in customer satisfaction ratings and a 10% reduction in support calls in 2021.

Associate Sales Engineer at Cemen Tech, IA

Aug 2021 - Feb 2023

- Achieved 130% of sales target in 2019, generating \$1.3 million in revenue and contributing to a 10% overall increase in company sales.
- Successfully onboarded and trained 5 new sales team members within six months, improving team productivity by 20% and reducing onboarding time by 50%.
- Implemented a new CRM system that increased lead conversion rate by 25%, resulting in an additional \$250,000 in annual revenue for the company.
- Secured a major account with a leading construction company, resulting in a long-term contract worth \$2 million and a 15% increase in market share for Cemen Tech in the region.

Certificates

Certified Sales Engineer (CSE)

May 2022

Certified Technical Sales Professional (CTSP)

Jun 2020