

# Ardeen Bravos

Sales Representative

## Profile

Results-driven Sales Representative with 1 year of experience in cultivating strong client relationships and delivering exceptional customer service. Proven ability to identify sales opportunities, develop effective strategies, and exceed targets. Excellent communication and negotiation skills, with a strong track record of consistently achieving sales goals. Skilled in product demonstrations and presentations, adept at adapting to diverse industries and clientele. Seeking an opportunity to continue to grow professionally while contributing to the success of a dynamic organization.

## Employment History

### Sales Representative at ACME Sales Corporation, TN

May 2023 - Present

- Achieved 120% of annual sales target in 2020, generating over \$1.5 million in revenue for ACME Sales Corporation, TN, by acquiring new clients and expanding business with existing clients.
- Successfully negotiated and closed a deal worth \$500,000 with a major client in Q3 2020, which contributed significantly to the company's market share and annual revenue growth.
- Developed and implemented innovative sales strategies that led to a 30% increase in customer retention rate within the territory in 2019, resulting in an additional \$300,000 in repeat business for ACME Sales Corporation, TN.

### Junior Sales Representative at BlueCross BlueShield of Tennessee, TN

Jul 2022 - Apr 2023

- Achieved 120% of annual sales target by securing \$1.5 million in new business, contributing significantly to BlueCross BlueShield of Tennessee's overall revenue growth in the fiscal year.
- Expanded the company's client base by acquiring 50 new accounts within the first six months, surpassing the initial goal of 40 accounts and increasing the overall market share in Tennessee.
- Implemented a successful sales strategy that increased customer retention rate by 15%, resulting in a higher number of renewals and long-term contracts with existing clients.
- Recognized as the top-performing Junior Sales Representative for three consecutive quarters, receiving multiple awards and accolades for outstanding sales performance and exceptional customer service skills.

## Certificates

### Certified Professional Sales Person (CPSP)

Feb 2022

✉ [ardeen.bravos@gmail.com](mailto:ardeen.bravos@gmail.com)

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📍 123 Main St, Nashville, TN 37203

## Education

### Bachelor of Business Administration in Sales and Marketing at Middle Tennessee State University, Murfreesboro, TN

Sep 2018 - May 2022

Relevant Coursework: Marketing Principles, Sales Techniques, Consumer Behavior, Market Research, Digital Marketing, Brand Management, Advertising, and Business Analytics.

## Links

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

## Skills

CRM proficiency

Cold-calling

Negotiation

Networking

Product knowledge

Presentation

Closing deals

## Languages

English

Spanish

## Hobbies