

Alessandra Ransonet

Sales Supervisor

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📍 123 Maple St, Charleston, WV 25301

EDUCATION

Bachelor of Business Administration in Sales and Marketing at West Virginia University, Morgantown, WV

Aug 2017 - May 2021
Relevant Coursework: Marketing Strategy, Sales Management, Consumer Behavior, Brand Management, Market Research, Digital Marketing, Advertising, Retail Management, and Business Communications.

LINKS

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

SKILLS

- Negotiation
- CRM (Customer Relationship Management)
- Salesforce proficiency
- Lead generation
- Pipeline management
- Presentation
- Upselling

LANGUAGES

- English
- Mandarin

HOBBIES

PROFILE

Results-driven Sales Supervisor with 2 years of experience effectively leading sales teams to achieve targets. Adept at implementing strategic sales initiatives, streamlining processes, and fostering long-lasting client relationships. Proven ability to train and motivate team members, driving consistent sales growth and customer satisfaction. Seeking to leverage expertise in sales management to contribute to organizational success and continued career growth.

EMPLOYMENT HISTORY

- Sales Supervisor at West Virginia Radio Corporation, WV**
Feb 2023 - Present
 - Achieved a record-breaking sales revenue of \$1.2 million in 2019, surpassing the previous year's target by 25% and contributing to the overall growth of West Virginia Radio Corporation in the region.
 - Implemented an innovative sales strategy that increased the client retention rate by 40%, resulting in long-term partnerships with key businesses and boosting the company's reputation within the West Virginia market.
 - Led a team of 10 sales representatives in consistently exceeding quarterly sales targets by an average of 15%, which played a significant role in the company's expansion and financial success throughout the tenure.
- Assistant Sales Supervisor at City National Bank, WV**
Sep 2021 - Jan 2023
 - Successfully exceeded annual sales targets by 35% in 2019, resulting in over \$1.5 million in additional revenue for City National Bank, WV.
 - Implemented a new customer relationship management system that increased lead conversion rates by 20% and improved overall sales efficiency by 15%.
 - Spearheaded a team of 10 sales representatives and provided ongoing coaching and support, leading to a 25% increase in overall team performance and contributing to a 10% growth in the bank's market share in West Virginia.

CERTIFICATES

Certified Professional Sales Person (CPSP)
Jan 2022

Certified Sales Leadership Professional (CSLP)
Nov 2020

MEMBERSHIPS

- National Retail Federation (NRF)
- American Management Association (AMA)