

Herlinda Lawing

Senior Sales Engineer

A Senior Sales Engineer with 5 years of experience in driving sales growth, developing innovative technical solutions, and nurturing strong client relationships. Demonstrated expertise in identifying customer needs, delivering tailored presentations, and offering exceptional support throughout the sales process. Proven track record of exceeding sales targets, leading cross-functional teams, and streamlining sales operations for optimal efficiency and performance. Adept at fostering collaboration and providing technical mentorship to junior team members.

herlinda.lawing@gmail.com



(152) 433-6469



1234 Aurora Lane, Anchorage,
AK 99501



Education

Bachelor of Science in Engineering with a focus on Sales and Marketing at University of Alaska Anchorage, AK

Aug 2014 - May 2018

Relevant Coursework:
Engineering Principles, Sales and Marketing Strategies, Product Development, Market Research and Analysis, Marketing Management, Consumer Behavior, Sales Forecasting and Planning, Pricing Strategies, Engineering Economics, and Technical Communication.

Links

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

Skills

Salesforce proficiency



AutoCAD expertise



CRM mastery



Python scripting



Tableau visualization



Employment History

Senior Sales Engineer at Arctic IT, AK

Mar 2023 - Present

- Successfully exceeded annual sales target by 25%, generating over \$1.5 million in revenue for Arctic IT through strategic client acquisition and upselling existing accounts.
- Developed and maintained relationships with key clients, resulting in a 35% increase in client retention rate and contributing to a 20% growth in overall sales for the company.
- Led a team of junior sales engineers, providing mentorship and guidance that led to a 15% improvement in team performance and efficiency, ultimately contributing to Arctic IT's increased market share in the region.

Sales Engineer at GCI Communication Corp, AK

Jul 2018 - Jan 2023

- Successfully exceeded annual sales target by 35%, generating over \$2.5 million in revenue for GCI Communication Corp in 2019.
- Developed and maintained relationships with 50+ key clients, resulting in a 20% increase in account retention and contributing to long-term business growth in the Alaskan market.
- Implemented a comprehensive training program for new sales engineers, reducing ramp-up time by 25% and increasing overall team efficiency.
- Collaborated with cross-functional teams to identify and close 10 new enterprise-level opportunities, driving a 15% increase in market share for GCI Communication Corp in the region.

Certificates

Certified Sales Leadership Professional (CSLP)

Oct 2021

Certified Technical Sales Specialist (CTSS)

Jun 2020

Memberships

1. Sales Management Association (SMA)