

# VANESSIA LAWSON

Technical Sales Engineer

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## PROFILE

Technical Sales Engineer with 2 years of experience in delivering engineering solutions and driving business growth. Proficient in analyzing client requirements, developing tailored proposals, and providing technical support to clients. Adept at building strong customer relationships and collaborating with cross-functional teams to achieve sales targets. Demonstrates exceptional communication and problem-solving skills, contributing to enhanced customer satisfaction and business expansion.

## LINKS

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

## SKILLS

AutoCAD

Python

CRM Software

IoT Knowledge

Machine Learning

Cloud Computing

Cybersecurity

## LANGUAGES

English

Spanish

## HOBBIES

## EMPLOYMENT HISTORY

### Technical Sales Engineer at Kion North America Corporation, SC

Apr 2023 - Present

- Successfully closed a \$2.5 million deal with a major manufacturing company, resulting in a 15% increase in annual revenue for Kion North America Corporation in SC.
- Implemented a targeted sales strategy that led to a 25% increase in new client acquisitions within the first year, significantly contributing to the overall growth of the company.
- Collaborated with cross-functional teams to develop and launch a new product line, which generated over \$1 million in sales within the first six months of its introduction.
- Streamlined the sales process by integrating a CRM system, reducing administrative workload by 20% and increasing sales efficiency by 10%.

### Associate Technical Sales Engineer at ABB Group, SC

Aug 2021 - Feb 2023

- Successfully exceeded annual sales targets by 35%, generating over \$1.5 million in revenue for ABB Group SC's technical products and solutions.
- Implemented a new customer relationship management (CRM) system that increased efficiency in tracking leads and opportunities, resulting in a 20% increase in client conversions.
- Developed and delivered technical presentations and training sessions to over 50 clients, improving their understanding of ABB Group's product offerings and increasing customer satisfaction by 25%.
- Collaborated with the engineering team to troubleshoot and resolve complex technical issues for key clients, reducing downtime by 40% and strengthening long-term client relationships.

## EDUCATION

### Bachelor of Engineering in Technical Sales at Clemson University, SC

Aug 2016 - May 2021

Relevant Coursework: Technical Sales and Marketing, Engineering Economics, Project Management, Product Development, Quality Control, Sales Forecasting, Customer Relationship Management, and Technical Communication.

## CERTIFICATES

### Technical Sales Engineer Certification (TSEC)

Feb 2022