

Denisse Basista

Territory Manager

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📍 1234 Applewood Lane, Spokane, WA 99205

EDUCATION

Bachelor of Business Administration in Sales and Marketing at University of Washington, Seattle, WA

Sep 2017 - May 2021
Relevant Coursework: Sales Strategies and Techniques, Consumer Behavior, Marketing Research and Analytics, Digital Marketing, Brand Management, Integrated Marketing Communications, and Business Negotiations.

LINKS

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

SKILLS

Salesforce proficiency
Negotiation expertise
Market analysis
Relationship building
Strategic planning
Team leadership
Budget management

LANGUAGES

English
Mandarin

HOBBIES

Photography

PROFILE

Results-driven Territory Manager with 2 years of experience in cultivating strong client relationships and driving sales growth. Adept at identifying market opportunities, developing strategic plans, and implementing effective sales techniques. Exceptional communication and negotiation skills, with a proven track record of achieving revenue targets and enhancing overall territory performance.

EMPLOYMENT HISTORY

- Territory Manager at Coca-Cola Amatil, WA**
Apr 2023 - Present
 - Achieved 120% of sales target in 2019, resulting in a revenue increase of \$1.2 million for Coca-Cola Amatil in the Western Australia territory.
 - Successfully expanded the client base by 25% in 2018, acquiring 50 new accounts and increasing overall market share in the region.
 - Implemented a new sales strategy in 2017 that reduced customer churn rate by 15%, leading to improved customer retention and long-term revenue growth.
 - Led a team of 10 sales representatives to exceed quarterly KPIs by an average of 30% throughout 2016, earning the distinction of top-performing territory within the company.
- Assistant Territory Manager at Amazon Web Services, WA**
Aug 2021 - Mar 2023
 - Successfully increased territory revenue by 35% within the first year, resulting in an additional \$2.5 million in sales for Amazon Web Services in Washington.
 - Developed and implemented a targeted sales strategy that led to the acquisition of 50 new enterprise clients within a 12-month period, contributing to a 20% increase in market share for the region.
 - Streamlined sales processes and improved efficiency, reducing the average sales cycle by 25% and increasing the team's overall productivity by 15%.

CERTIFICATES

Certified Professional Sales Person (CPSP)
Dec 2021

Certified Sales Leadership Professional (CSLP)
Oct 2020

MEMBERSHIPS

National Association of Sales Professionals (NASP)

Sales Management Association (SMA)