DARIUS O'BRIEN

Senior Sales Analyst

✉ Dario@email.com
📞 (123) 456-7890
📍 Walnut Creek, CA
in LinkedIn
🐦 Twitter

EDUCATION

Bachelor of Arts
Marketing

San Francisco State University

📅 2008 - 2012
📍 San Francisco, CA
🎓 GPA: 3.6

Awards

- Dean's List, 2011, 2012

SKILLS

- CRM Software
- Communication and Presentations
- Trend Forecasting
- Research
- Data Analysis
- Technical Sales Evaluations
- Self-management
- Microsoft Suite

CERTIFICATIONS

- Certification in Business Data Analytics
- Certified Analytics Professional

CAREER SUMMARY

Senior Sales Analyst with 10+ years of experience working in the industry. Looking to continue working in this position for Bay RXV, where my experience in developing product forecasts and sales recommendations would increase sales revenue and customer retention.

WORK EXPERIENCE

Senior Sales Analyst

Testforce Systems

📅 September 2017 - current   📍 San Francisco, CA

- Led a team of 8 employees in developing new sales techniques for Testforce Systems
- Analyzed market trends through careful research, presenting recommendations to the board of directors 4+ times annually
- Improved lead generation rates by 17%, enabling a 13% increase in staff sales targets
- Collaborated with 5 managers to create tailored recommendations for transitioning sales teams to social media-based targeting

Sales Analyst

Canadian Solar

📅 June 2012 - August 2017   📍 Walnut Creek, CA

- Cross-referenced sales data with external organizations, identifying trends 2.5 times quicker than the competition
- Assessed sales performance, providing insight on product performance and making suggestions to management that improved the performance trajectories of 4 products
- Established virtual communications network between sales analysts and management, reducing time-to-action on improvement areas by 6 days, on average
- Conducted data analysis on product performance, identifying areas of improvement 2+ weeks before colleagues

Entry-level Sales Analyst

SFSU

📅 May 2011 - May 2012   📍 San Francisco, CA

- Compiled 10,000+ data points to forecast trends on 110+ different programs
- Created 2-3 monthly reports on trends, presenting information to the sales team
- Attended 4+ annual Sales and Data Analysis symposiums to improve skills and maintain trend awareness
- Improved gross revenue by 8% by improving trend awareness and recommending the use of social media marketing