

# ISABELLA HERNANDEZ

*Kohl's Sales Associate*

✉ [ihernandez@email.com](mailto:ihernandez@email.com)

☎ (123) 456-7890

📍 Gettysburg, PA

🌐 [LinkedIn](#)

## EDUCATION

Bachelor of Science in  
Economics

Marketing and  
Communication

**Wharton School of the  
University of Pennsylvania**

📅 2010 - 2014

📍 Philadelphia, PA

## SKILLS

- Salesforce
- Square
- Mailchimp
- Tableau
- Hootsuite
- QuickBooks Commerce
- DocuSign
- Google Analytics
- Slack
- Brainshark

## CAREER SUMMARY

Dynamic and customer-focused professional with 6 years of experience in retail sales and customer service. Seeking the sales associate position at Kohl's to bring a blend of passion for fashion and commitment to delivering outstanding customer experiences.

## WORK EXPERIENCE

### Sales Associate

#### Geico

📅 2020 - current

📍 Gettysburg, PA

- Leveraged Salesforce CRM to manage customer interactions and sales leads, resulting in a 56% increase in lead conversion rates.
- Utilized Square's point-of-sale system to process transactions efficiently, reducing checkout times by 87% and enhancing customer satisfaction.
- Implemented Mailchimp for targeted email marketing campaigns, which achieved a 28% open rate and a 78% increase in repeat business.
- Analyzed sales data using Tableau, identifying key trends and optimizing product offerings, leading to a **66% boost in revenue**.

### Inside Sales Representative

#### Wawa

📅 2017 - 2020

📍 Wawa, PA

- Conducted outbound sales calls using Salesforce, which resulted in a 89% increase in sales conversion rates.
- Employed QuickBooks Commerce to streamline inventory management, reducing stockouts by 44% and ensuring product availability.
- Used DocuSign for seamless contract processing, reducing paperwork processing time by 37%.
- Collaborated with Google Analytics to analyze website traffic that led to a **54% increase in online sales**.

### Receptionist

#### Comcast Corporation

📅 2014 - 2017

📍 Philadelphia, PA

- Demonstrated exceptional customer service skills, achieving a 96% customer satisfaction rating in feedback surveys.
- Handled incoming calls and appointments, resulting in a 78% reduction in customer wait times.
- Assisted with Brainshark training modules for new employees, which improved onboarding efficiency by 43%.
- Managed social media accounts with Hootsuite that resulted in a **66% growth in online engagement**.