

Contact

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Top Skills

Market Research & Analysis

Data Analytics & Pivot Tables

Financial Reporting & Accounting

Languages

Spanish (Full Professional)

Certifications

Microsoft Excel 2013 Certification

Microsoft Office Specialist: Microsoft Office 2016

Cesar Martinez

Marketing Graduate | Sales Consultant | Sales and Marketing Leader
| Tableau Data Science Certified | AMA Member

Lakeland

Summary

I am a marketing graduate and consultative sales professional credited with hands-on experience driving sales enhancement and achieving sustained revenue increases by using strong business acumen, leadership, and decision-making skills in strategic sales and marketing. I possess a strong ability to evaluate the market and competitive conditions, current and emerging trends, and industry-specific solutions to ensure an optimal position in the marketplace. Continue to hone expertise in analyzing trends and forecasting sales to formulate long-term strategies, key objectives, and operations execution plans based on business best practices that helped in achieving maximum growth and profitability.

My expertise lies in successfully developing and implementing effective sales strategies, directing large-scale marketing campaigns, and managing personal, trusting client relationships to maximize company profits. I have achieved distinction as a top sales performer and entrepreneur, consistently receiving recognition for record-setting sales figures, territory expansion, outperformed quotas, and corporate goals achievement.

Specialties:

Knowledge of traditional, contemporary, and emerging sales and marketing techniques such as social media strategies, promotions, and marketing campaigns that increase brand visibility and improve sales.

Advanced problem-solving proficiency. Able to swiftly amend errors and discrepancies and respond to inquiries to ensure uninterrupted workflow and compliance with deadlines.

Strong critical thinking and thorough research, data analysis, reconciliation, and numerical abilities. Keen accuracy for detail in evaluating financial data and interpreting complex information.

Well-developed interpersonal and communication skills.
Collaborative team player with an upbeat and positive attitude.

Proficient in Tableau, MS Word, MS Excel, MS Outlook, MS PowerPoint, One Note, Adobe Creative Cloud (Photoshop, InDesign, and Dreamweaver), MS Windows, MS Office

Experience

Polk County School Board

Math Teacher

August 2020 - Present (1 year 4 months)

Best Buy

Wireless Sales Consultant

October 2014 - August 2020 (5 years 11 months)

AllSaints

Stock Supervisor

August 2013 - April 2014 (9 months)

Orlando, Florida Area

In this role, I managed a team of dedicated and efficient stock associates to ensure on time task completions while making sure that inventory levels maintained, stock intake was processed and organized, replenishment was occurring regularly and digital stock orders were processed according to SLAs. As a business leader, I used leading technologies to strategize the growth of business. Additionally, I conducted weekly sessions and crafted team development plans and store succession plans, as well as facilitated recruitment, development, performance management, and succession planning. I also performed KPI reviews and market-specific analysis, and implementing corrective actions while following all policies and procedures.

Hollister Co.

Stocking Associate

January 2013 - July 2013 (7 months)

Orlando, Florida Area

I monitored the functions of the stockroom such as receiving and processing shipment, merchandising organization and sales floor replenishment. In the absence of manager, I led and executed necessary operational functions.

Education

University of South Florida

Bachelor of Science - BS, Marketing · (2020)

Polk State College

Associate's degree, Liberal Arts With A Background In
Accounting · (2011 - 2013)