

# **Rosa Castillo**

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## **PROFILE**

Quota-surpassing sales executive with a history of exceeding employer expectations across diverse industries. Experienced in building and maintaining a loyal client base. Analytical with a strong technical and research background. Experienced in sales activities including prospecting, cold calling, appointment setting and selling to new clients while increasing revenue from existing clients. Confident in delivering compelling presentations and engaging large groups. Capable of excelling within a team or independently.

## **PROFESSIONAL EXPERIENCE**

### **Qualification Specialist**

#### **Wesley Financial Group**

**Las Vegas, NV 9/2020 - Current**

Helping timeshare owners who have been taken advantage of by their timeshare companies out of their legally binding contracts by making sure they qualify for our process and setting consultation appointments for them to speak with our vice presidents.

### **Membership Recruiting Manager**

#### **LegalMatch**

**Las Vegas, NV 03/2020 - 08/2020**

Sell memberships for the LegalMatch website to attorneys throughout the entire United States. The process consists of cold calling, setting appointments with the attorneys for case reviews and ultimately closing on the deals.

### **VP of Quality Assurance**

#### **Wesley Financial Group**

**Las Vegas, NV 10/2018 - 06/2019**

Converting prospective clients that previously went through the qualification process and previously spoke with a sales closer into clients by uncovering the reasons they chose not to sign up initially. Consistently worked with the prospective clients attorneys, those holding power-of-attorney over them or their adult children.

### **Sales Consultant**

#### **Holiday Inn Club Vacations**

**Las Vegas, NV 06/2018 - 10/2018**

Provide a tour guest presentation for VIP Intercontinental Hotels Group (IHG) loyalty rewards members and renters. Ensure a superior guest experience while the guests are visiting the resort. Share the benefits of ownership and address/overcome any questions or concerns while providing a quality customer service experience. At the conclusion of the presentation, close the sale or transition the guest to a Latitudes Specialist.

### **Global Inside Sales Representative**

#### **Rezdy**

**Las Vegas, NV 02/2016 - 03/2018**

Prospecting and converting qualified leads into customers by conducting product presentations that convey Rezdy's key benefits. Collaborate with the Customer Success Department to ensure exceptional customer service, retention and accurately maintain the CRM database for overall accuracy.

### **Account Manager**

#### **PRA Group**

**Las Vegas, NV 01-2014 - 02/2016**

Customer inbound and outbound calls. Research and explain legal accounts regarding assets and garnishments. Negotiate and approve settlement offers in accordance with company guidelines. Collect on pre and post judgment accounts. Assist the legal collectors with their calls or take over the call to negotiate an arrangement.

### **Media Consultant**

#### **YP.com**

**Las Vegas, NV 10/2012 - 09/2013**

Selling Internet advertising to business owners by prospecting/cold calling. Done by conducting over the phone probing interviews to tailor programs that will work best in order for the owner to receive a ROI. Google AdWords certified. Heavy use of my Spanish speaking ability. Meeting aggressive sales quotas and objectives.

### **B2B Sales Consultant**

#### **Staples Advantage**

**Las Vegas, NV 06/2012 - 10/2012**

Developing a new customer base by strategically ensuring the company met revenue and profit objectives through targeted prospecting of small, mid-size and large accounts. Meeting the defined sales quota while focusing on initializing relationships with multi-level decision-makers through phone, marketing mailer campaigns, in-person contacts and presentations.

### **Outside Sales**

#### **The Mike Ferry Organization**

**Las Vegas, NV 10/2011 - 05/2012**

Traveling 70% of the time throughout the nation to conduct office presentations at real estate offices for the purpose of getting the real estate agents and brokers to the upcoming events. My audience consisted of ten to 150 individuals. While working at the events, my main priorities included setting up entire events for groups of 200 – 500 and selling \$12,000 coaching contacts to the agents and brokers.

## **EDUCATION, TRAINING, AND PROFESSIONAL ACHIEVEMENTS**

- **Professional Basic Certificate in Human Resource Management:** University of Las Vegas, Nevada
- **Real Estate Principles, Practices and Procedures:** Graduated from Money World School of Real Estate in Las Vegas, NV
- **Administrative Business Systems:** Graduated from Santa Barbara Business College, Santa Maria, CA
- **Management Training & Marketing Associates (MTMA):** Graduated from the Hotel/Motel, Apartment Management Division, Anaheim, CA
- **Liberal Arts:** Studied at Allan Hancock College and awarded scholarships from American GI Forum and Central Coast Optimist Club, Santa Maria, CA