



Dayna Perry

Sales Representative

 pilatesplus2@yahoo.com

 949-633-6213

 henderson, nv, 89110

EDUCATION

BOISE STATE UNIVERSITY

Boise, ID

Bachelor of Science Psychology (Jan 1995)

EL CAMINO COLLEGE

Torrance, CA

Associate of Arts General (Jan 1993)

ADDITIONAL SKILLS

Product merchandising and distribution

Customer retention abilities

Product and service knowledge

B2B and B2C sales

On-site product demonstrations

Inside and outside sales

Customer service

Hubspot Academy

CAREER OBJECTIVE

Results-oriented professional with 35.5+ years of experience and a proven knowledge of account development, client relations, and customer loyalty. Aiming to leverage my skills to successfully fill the Sales Representative role at your company.

EXPERIENCE

OWNER

Pilates Plus Inc., Laguna Hills, CA / Jan 2000 - Present

- Business owner and instructor
- I did all advertising, hiring, payroll and was involved in every aspect of the business
- Led startup and opening of business and provided business development, creation of operational procedures and workflow planning.
- Supervised performance of workers with goals of improving productivity, efficiency and cost savings.
- Promoted store offerings through newspaper advertisements, catalogs and brochures to attract new customers.
- Hosted fundraising events for various charities to boost brand awareness and community engagement.

SALES REPRESENTATIVE

JOHN B RUDY CO, Compton, CA / Jan 2020 - Aug 2021

- Inside/Outside Sales for fiber and copper cabling systems
- Take all incoming calls for immediate sales needs, customer inquiries and quotes
- Placed orders with vendors and arranged shipping details
- Fostered relationships with customers to expand customer base and enhance loyalty and retention.
- Identified customer needs to deliver relevant product solutions and promotions and meet target budgets.
- Prepared and processed contracts and order forms for new and existing customers. Monitored customer order process and addressed customer issues.

MASSAGE THERAPIST

Hanna Chiropractic, Laguna Niguel, CA / Jun 2010 - Dec 2017

- I worked as a part time massage therapist and back office therapy worker
- Collected detailed client information to create individualized plans to relieve pain, improve circulation, rehabilitate injuries and increase relaxation.
- Gave clients individualized suggestions for stretching, strengthening, postural and relaxation techniques.
- Formulated targeted massage plans based on individuals' physical condition, histories and current concerns.

- Used hot stone massage to relieve deep pressure, pain and buildup of toxins.
- Assisted patients with injury recovery as part of comprehensive physical therapy plans involving massaging affected muscles to improve mobility and reduce pain.

SALES EXECUTIVE

JOHN B RUDY CO, Compton, CA / Aug 1995 - Oct 1999

- Inside/Outside Sales Representative in the fiber and copper cabling system field
- Used cold calling and networking to sell products and services.
- Addressed customer concerns immediately and promptly resolved issues to boost client satisfaction.
- Delivered performance updates, quarterly business reviews and planning meetings.
- Capitalized on industry changes to corner emerging opportunities and maximize company revenue.
- Cultivated strong professional relationships with industry partners, creating focused campaigns to drive long-term business development.
- Resolved product issues with manufacturers to maintain relationships with key producers and deliver quality products to customers.
- Met with customers to offer assistance with selecting merchandise, finding accessories and completing purchases.