

Daniel Berroa

Coconut Grove, FL 33133 | berroadanny@gmail.com | +1 305 335 2627

Summary

Experienced sales professional transitioning to full-stack web development. With a decade of driving revenue growth and improving customer loyalty, I'm now applying my analytical mindset and creative problem-solving skills to web development. Proficient in JavaScript, React, Node.js, HTML5, CSS3, and Git. Seeking to leverage my business acumen and technical skills to create innovative, user-centric web solutions.

Experience

Sales Manager | Frozen Limits LLC - Doral, FL | June 2021 - Present

- Grew customer base by 30% in the first year through strategic marketing campaigns and targeted demographics.
- Consistently exceeded monthly sales targets by an average of 15% leveraging analytics-driven lead prioritization and consultative sales approach.
- Increased customer lifetime value by 23% by establishing customer loyalty programs.
- Reduced lead follow-up time by 20% by implementing a new CRM system and workflows.
- Improved team collaboration and company culture through team-building events.

Store Manager | NOBULL - Miami, FL | June 2019 to April 2020

- Increased customer satisfaction ratings by coaching sales associates on product knowledge and selling techniques.
- Utilized data analysis to improve store procedures and forecast team needs.
- Maximized sales through various selling techniques, marketing, and exceptional customer service.
- Managed store employees effectively by fostering communication and positive feedback.

Co-Founder & Marketing Director | Allegiance Finance - Miami, FL | January 2014 to April 2019

- Conducted market research to identify branding opportunities and develop customer retention strategies.
- Collaborated with a creative team to generate marketing content and communication tools.
- Co-designed effective PR strategies with team members.
- Evaluated and optimized marketing strategies to improve customer acquisition.
- Established relationships with loan officers.

Master Sales Agent | RedVentures - Miramar, FL | June 2007 to September 2013

- Consistently met or exceeded personal quotas through collaborative sales efforts.
- Prospected to increase lead generation and convert leads into new customers.
- Provided assistance with product selection and purchase completion.
- Attended monthly sales meetings and participated in quarterly sales training.
- Built a diverse and consistent sales portfolio.

Skills

Technical Skills: JavaScript (ES6+), React, Node.js, HTML5, CSS3, Git, Microsoft Office Suite (Word, Excel, PowerPoint), Google Suite (Docs, Sheets), Mac OS, WordPress, HubSpot, MailChimp, Facebook Advertising, Data Analysis, Web Analytics, User Interface (UI) Design

Soft Skills: Public Speaking, Training & Development, Communication, Leadership, Team Management, Problem-Solving, Customer Service, Relationship Management, Time Management, Organization

Certifications & Licenses: Certified Personal Trainer (April 2020-April 2028), CPR Certified, Driver's License, First Aid Certified, Certified Fitness Instructor, Certified Athletic Trainer