

VERONICA TORRES

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SUMMARY

Complexity is a playground. Capable of comprehending, organizing and communicating the matrix to team members. Determined to generate buy in for a great idea. Driven to exceed the expectations and vision of clients and executives. Great at leading under pressure and encouraging a positive atmosphere.

SKILLS

- Testing and analysis
- Market and competitive analysis
- QA testing and automation
- Systems and application training

EXPERIENCE

SYSTEMS TESTING AND ANALYSIS TECHNICIAN | 01/2016 to 04/2017 **Televerde - Tempe, AZ**

Tested and analyzed the development of a business application for a sales and marketing company. Documented and reported bugs. Developed the test scripts and training for the end user. Tested and configured multiple business applications deployed for over 1,000 end users and also provided support and training for help-desk to ensure adaptability.

DIGITAL MARKETING AUTOMATION SPECIALIST | 01/2014 to 01/2015 **Televerde - Tempe, AZ**

Certified for Marketo and Eloqua. Worked primarily in Eloqua to develop marketing strategy for demand creation campaigns for all aspects of the sales funnel from content to system configurations, to system integration.

INSIDE SALES REPRESENTATIVE | 01/2010 to 01/2015 **Televerde - Tucson, Arizona**

Conducted business to business telephone sales for multiple sales reps from different technology companies to close deals for targeted accounts. Often from the top of the funnel down. This role required:

- Educating customers about product features and technical details to highlight benefits and correct misunderstandings.
- Negotiate prices and set up contracts to finalize agreements.
- Profile to create strategies on how to grow customer base and stay competitive.
- Set up customer accounts in computer system with complete information.
- Used digital and telephone approaches to generate sales leads.

EDUCATION AND TRAINING

Maricopa Community Colleges - Rio Salado Community College - Tempe, AZ
Associate of Applied Science
Health Information Technology, **09/2010**

University of Arizona - Tucson, AZ
Certified Coding Specialist (CSS)
Full Stack Developer

University of Arizona - Tucson, AZ
Bachelor of Arts
Information Science And ESociety

BUSINESS SOLUTIONS KNOWLEDGE

- • Enterprise Resource Planning ERP
- Customer Relationship Management CRM
- Business Intelligence BI
- Wide Area Network WAN
- Marketing Automation Tool MAT
- Information Security
- Storage
- Converged Infrastructure
- Supply Chain Management
- Fleet Management/GPS Tracking
- Network Security
- Micro Grids
- Big Data
- Electronic Health Records EHR/EMR
- Cloud Computing
- Search Engines
- Telecommunications Network