

Darin Estrada

Independent Consultant

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Authorized to work in the US for any employer

WORK EXPERIENCE

Independent Consultant

Kc Dental Company - 2013 to 2015

Prospect for new business, Conventions, media marketing, cold calling

- Developed and maintain inventory management system.
- Responsible for management and coordination of all sales activities
- Manage all projects, including product acquisition, equipment, testing/refurbishing, installation, and customer training/education.
- Buying equipment for resale.
- Manage service and install technician team
- Responsible for the training and developing of all new hires.

National Sales Manager

Estrada Dental Supply - Rancho Cucamonga, CA - 2008 to 2013

Developed online sales strategy resulting in increased sales of 25% within 6 months of launch.

- ◆ Responsible for new business acquisition; including grass roots and social media marketing plans.
- ◆ Managed the convention schedule, sales, and support.
- ◆ Responsible for the management and coordination of all sales activities.

Operations Manager

- ◆ Developed and maintained inventory management system.
- ◆ Managed and coordinated all projects; including product acquisition, equipment testing/refurbishment, installation, and customer training/education.
- ◆ Responsible for the ongoing training and development of service and equipment technicians.
- ◆ Created quality assurance program resulting in a decrease of 70% of repeat service calls.

Sales Representative

Mor Furniture - Kent, WA - 2007 to 2008

Achieved "TOP 10" sales recognition within first 3 periods.

- ◆ Consistently attained \$80K in sales monthly.
- ◆ Responsible for all retail sales activities, consumer education, and customer service.

Sales Executive

Al's Garden Art, Inc - Washington, DC - 2004 to 2008

Territory (Colton, CA)

- ◆ Increased sales by 30% within first sales year.
- ◆ Acquired 25 new accounts/dealers within first 2 years; averaging 2 per month.
- ◆ Developed and maintained over 120 existing retail accounts.
- ◆ Provided on-site consultation to develop a retail merchandising planogram resulting in 35% increased sales.

- ◆ Coordinated and ensured prompt delivery of all orders.
- ◆ Maintained sales activities throughout seasonal change.

Customer Sales Manager

Home Gardens - Murrieta, CA - 2003 to 2004

Recognized for "Top Sales" consistently for 7 months in a row.

- ◆ Exceeded sales goals each month by a minimum of 25%.
- ◆ Responsible for BBQ and LA Spa divisions; including inventory management, merchandising, sales, customer service and delivery.
- ◆ Created and developed BBQ islands to custom spec.
- ◆ Responsible for the training and development of all new hires.
- ◆ Managed new and existing vendor relationships.

Equipment/Installation Manager

JB Dental Supply - Tukwila, WA - 1998 to 2002

Secured future sales opportunities within existing customer base through equipment consultation and education.

- ◆ Managed service and installation technician teams.
- ◆ Coordinated installation schedule with customer and sales team.
- ◆ Responsible for the training and development of service and install technicians.

Lead Technician

- ◆ Responsible for the onsite training and education for customers post installation.
 - ◆ Executed the installation and set up of full dental equipment packages for dental offices.
 - ◆ Responsible for the on-going service and maintenance of all equipment.
- Demonstrated excellent customer service skills.

Equipment Coordinator

Estrada Dental Supply - Rancho Cucamonga, CA - 1992 to 1998

Coordinate and manage equipment installations.

- ◆ Remanufactured/Refurbished all equipment types for re-sale.
- ◆ Responsible for on-going service and maintenance.
- ◆ Responsible for customer equipment education.

EDUCATION

ADEC Technical School - Beaverton, OR

Business Management

Chaffey College - Alta Loma, CA