

# **fernando estrada**

## **landscaping supply customer service specialist**

Riverside, CA

festrada101@yahoo.com - 310 9202716

I have more than 12 years experience in the customer service industry, both phone and in person, counter sales, and branch manager. I am adaptable, competent, conscientious, honest, precise, and responsible. I have good communication skills, as well as skills as an organizer, and planner. I work well as a team member, highly motivated and have a personable, caring personality. I worked at John Deere Landscape Services, Torrance branch, from September 2008 until August 2014 doing customer service; duties included phone orders, counter sales, fast orders to supply commercial companies and contractors, and the public as well. Prior to that employment, I worked at Ewing Irrigation Services, Torrance branch, June 2003 until August 2014 doing counter and phone sales and warehouse shipping and receiving. I used made 40k per year  
Authorized to work in the US for any employer

### **WORK EXPERIENCE**

#### **Customer Service Representative**

John Deere landscapes - Torrance, CA - 2008 to 2014

##### **Responsibilities**

I was initially hired to do counter customer service, then later I was the interim branch manager. My primary duties included customer service (both phone and in person) and counter work (included calculating needed product quantity and blueprint take-off.) Additional duties included: responding to corporate emails, branch safety, and oversight of two employees. I ensured adequate staffing to meet customer's needs by maintaining appropriate work schedules. Additionally, I was accountable for \$450,000 worth of inventory, cycle counts, managing material demand, and petty cash. I made daily bank deposits and filled out and balanced daily totals. I also maintained OSHA standards.

##### **Accomplishments**

I increased sales of artificial sod through customer education and demonstration of various artificial sod products. I promoted customer loyalty by consistently providing specific, detailed product information and by attentive to each customer's individual concerns/questions. Due to my high quality customer service skills, John Deere benefitted financially from current customers referring new customers to store.

##### **Skills Used**

I am fluent in both English and Spanish, thus, I am able to effective communicate with customers with various backgrounds and educational levels. I attended continuing education activities such as landscaping and lighting LEDs workshops in order to be able to demonstrate product use to customers.

#### **Customer Service Representative**

Ewing Irrigation Services - Torrance, CA - June 2003 to August 2008

##### **Responsibilities**

I worked as a delivery driver and forklift operator, CSSR counterman, customer service, maintained operations within time and budget constraints as well as maintained safety of workplace.

##### **Accomplishments**

I promoted customer loyalty by consistently providing specific, detailed product information and by attentive to each customer's individual concerns/questions. Due to my high quality customer service skills, Ewing benefitted financially from current customers referring new customers to store.

#### Skills Used

I am fluent in both English and Spanish, thus, I am able to effectively communicate with customers with various backgrounds and educational levels. I attended continuing education activities such as landscaping and lighting LEDs workshops in order to be able to demonstrate product use to customers.

#### EDUCATION

High School Diploma - Santiago Ixcuintla, Nay.  
1979 to 1983

Alvaro obregon

**continuing education - attended multiple seminars presented by Toro, Vista Lighting, FX/Hunter industries to maintain professional knowledge of latest products. Attended LED seminars to promote more sales for my company.**

#### SKILLS

Fluent in English/Spanish in both oral and written form, basic computer skills