

San Diego, California

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SKILLS

Cold calling

Telesales

Inbound telemarketing

Outbound telemarketing

Customer Relationship

Management (CRM)

Salesforce

Account management

Communication

EDUCATION

B.S. in Marketing; Minor in

Business Administration

San Diego State University

2012 - 2016

San Diego, California

GPA:

3.6

CERTIFICATIONS

Inbound Marketing Certificate

(HubSpot Academy)

2019

Inbound Sales Certificate

(HubSpot Academy)

2017

Eliza Chiu

Communicative and detail-oriented telemarketer and sales professional. Well-versed in both inbound and outbound sales telemarketing with 4 years of experience working in fast-paced organizational environments and serving customers' needs.

WORK EXPERIENCE

Sales Telemarketer, U.S. Green Energy Technologies Inc.

San Diego, California

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February 2018

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Present

- Conduct research on potential clientele and cold call to initiate the outbound sales process
- Contact prospects after initial meeting via phone calls and emails to add them to the sales pipeline
- Qualify prospect clients before placing them forward in the sales pipeline to increase sales process efficiency
- Possess comprehensive knowledge and information on company products and services
- Pitch to potential clients, promote the company's products and services, and answer questions
- Follow up with old leads to optimize business opportunities
- Grew sales lead by 36% in the last sales quarter
- Perform data entry and manage multiple spreadsheets and databases to maximize organization transparency
- Track weekly performance benchmarks and lead conversion ratio
- Write monthly and quarterly sales report, conduct sales analysis, and evaluate existing goals and quota
- Locate new business opportunities within specific markets and expand clientele
- Utilize Customer Relationship Management (CRM) system to compile a list of up-to-date leads and relevant information to ensure sales agents can move through the sales pipeline efficiently

Telemarketer, Imperial PFS

San Francisco, California

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July 2016

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February 2018

- Researched and identified potential clients within the target market
- Conducted outbound cold calls to potential clients, an average of 70 calls a day, to gain interest in the organization's services
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Followed up and made warm calls to existing leads and increased sales deals by 32% in the last quarter

- Provided potential clients with information on products and services by following sales scripts
- Conducted data entry into the organization's Salesforce portal for client account management with high accuracy and efficiency
- Sent outbound emails to provide information and support to prospective clients
- Scheduled appointments with prospective customers for the sales team to present and propose
- Managed my own leads and drove the full sales cycle from prospecting to closing deals
- Consistently exceeded monthly quota by an average of 25%