

# Ruben Fernandez

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## Key Skills

- Business Acquisition
- Consulting
- Account Management

## EXPERIENCE

<b>Senior Fiber Executive</b>	<b>AT&amp;T</b>	<b>May 2025-Present</b>
<b>Branch Sales Specialist</b>	<b>Grainger</b>	<b>Sep 2023-May 2025</b>
<b>Sales Associate</b>	<b>Home Depot</b>	<b>April 2021-Aug 2021</b>

• Lead consultative sales engagements with mid-sized business clients, delivering customized solutions across AT&T's Business Fiber Internet, Dedicated Internet Access, and VoIP services to enhance operational efficiency, connectivity, and reliability.

• Consistently exceed performance targets, achieving 142% of monthly sales quota through strategic outbound selling, prospecting green and white space, and data-driven pipeline management using CRM and advanced prospecting tools.

• Generate new business acquisitions by scheduling 10+ client meetings a week, prospecting and qualifying 40+ opportunities monthly, executing 80+ door knocks and conducting 600+ outbound calls monthly to drive growth through the full sales cycle.

• Successfully closed a quota of 6 shared fiber ports and 2 dedicated ports monthly, while securing an average of \$350 in monthly Value-Added Services through effective prospecting, qualifying, solutioning, proposing, contracting, closing, and account management.

• Proficient in Salesforce and SAP, efficiently managing 250+ customer accounts weekly by processing high-volume sales orders, monitoring lead activity, and generating data-driven performance reports that inform strategic business decisions and enhance sales forecasting accuracy.

• Drove operational excellence by implementing industry best practices in inventory management and auditing, reducing stock discrepancies by 2%, improving order accuracy to 98%, and strengthening overall warehouse accountability and efficiency.

• Coordinated and optimized inbound and outbound logistics, overseeing the receipt, processing, and shipment of 350+ sales orders per week. Streamlined fulfillment workflows and enhanced quality assurance protocols, resulting in a reduction in turnaround time and improvements in supply chain reliability and customer satisfaction.

• Collaborated cross-functionally with sales, operations, and customer service teams to identify process bottlenecks, implement workflow improvements, and enhance overall operational efficiency, contributing to increased customer satisfaction and revenue growth.

## EDUCATION

<b>Texas Christian University</b>	<b>College</b>	<b>Grad Date: 2025 GPA: 3.2</b>
<b>Major: Business Communications</b>		

## RELEVANT BUSINESS COURSEWORK AND TRAININGS

Completed: AT&T Sales Development Program, Applied Calculus, Accounting, Microeconomics, Macroeconomics, Contending Perspectives in Economics, Principles of Marketing, Survey of Management, Entrepreneurship, Financial Planning

## SPECIALIZED TECHNICAL SKILLS AND KNOWLEDGE

Technical: Salesforce, SAP, Outreach, Microsoft Office PowerPoint, Excel

Health: CPR certification, American Red Cross Professional Rescuer certification

Languages: English, Spanish