

# 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>
<ul style="list-style-type: none"><li>• Lead consultative sales engagements with mid-sized business clients, delivering customized solutions across AT&amp;T's Business Fiber Internet, Dedicated Internet Access, and VoIP services to enhance operational efficiency, connectivity, and reliability.</li><li>• 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.</li><li>• 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.</li><li>• 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.</li></ul>		
<b>Branch Sales Specialist</b>	<b>Grainger</b>	<b>Sep 2023-May 2025</b>
<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• 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.</li><li>• 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.</li></ul>		
<b>Sales Associate</b>	<b>Home Depot</b>	<b>April 2021-Aug 2021</b>
<ul style="list-style-type: none"><li>• Executed consultative sales strategies by assessing customer project needs, providing expert product recommendations, and integrating technical specifications into tailored solutions, thereby enhancing client satisfaction, fostering brand loyalty, and contributing to revenue growth within a high-volume retail environment.</li><li>• Leveraged inventory analytics to optimize product placement, anticipate demand fluctuations, and coordinate with cross-functional teams, resulting in improved stock availability, operational efficiency, and an increase in sales performance.</li></ul>		

## 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