

# Ruth Morais

## Project Implementation Specialist

860.833.5289  
ariasmorais@gmail.com  
East Hartford, CT/Willing to travel

### PROFESSIONAL EXPERIENCE

**History of developing successful sales process improvement** and marketing initiatives, designed to increase revenue. Strong background in sales and marketing project management.

**Superior relationship-building skills** and experience working collaboratively with customers, vendors and sales team.

#### Senior Sales Specialist

Cardinal Health Glastonbury, CT 8/ 2016–Present

- Played a key role in decreasing turnaround time on pricing proposals from 8-10 days to 3-4 days
- Conducting product research for sourcing, technical information
- Developing proposal unit process and procedure training guides for internal customers and new hires
- Maintaining the electronic library with information for proposals, sample graphics and photos

#### Sales and Training Development Facilitator

BBN Glastonbury, CT 7/2014 - 8/2016

- Drove growth by focusing on customer service, customer education on customized solutions for increased sales, and teamwork
- Developed client facing product training programs, including oversight of the company-wiki, FAQs, manuals and videos
- Worked with SME's and management to develop and implement strategic projects (i.e. CRM), and new product development (i.e. .bank loan portal) with quantifiable metrics
- Maintained intranet and website content as directed by Marketing
- Reported customer behavior, competency gaps, and product trend analysis

#### Event Coordination Assistant

Davis Communications • Windsor, CT • 5/2012-7/2014

- Worked with Logistics teams to successfully execute all event action plans
- Planned collateral preparations, arranged venue accommodations and attendee lists
- Provided the a primary level of sponsor assistance and access control

#### Sales & Marketing Support

Westbrook Technologies Inc. • Branford, CT • 6/2012 - 8/2013

- Managed the data migration and implementation of MS Dynamics CRM
- Created sales proposals pricing , RFP responses, and pricing agreements
- Produced weekly and monthly sales reports for the CEO and sales team

### SKILLS

Business Process Improvement  
Salesforce, MS Dynamics CRM  
Customer Training Development  
WebEX, GoToMeeting, Skype  
Vendor Relations and Negotiation  
Camtasia, SnagIt, Geenio  
Project Coordination  
Slack  
Basecamp  
MS Dynamics GP (*Accounting Software*)  
MS Office Suite

### HIGHLIGHTS

*Worked on Logistic team for the Documentary premiere of 1984 Olympic Silver Medal Winner Nelson*

*Managed training programs for 160 customers*

*Recognized for Training Plan and Company CRM Implementation*

*Developed first-of-its kind sales dashboard, customer and product trend analysis*

*Played a key role in company's initiatives to increase employee involvement and morale*

### EDUCATION

(Incomplete)  
Bachelor of Arts, of Business  
Albertus Magnus, New Haven, CT