

# Triston Golden

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## CAREER PROFILE

Service-oriented Sales Manager with experience in developing relationships and partnerships, servicing accounts and boosting profits. Strategic and analytical with motivational leadership style and expertise in building new network connections, promoting products, and expanding territories. Highly effective mentor driven to assess individual and group performance to implement improvements and set goals. Versed with a strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.

## PROFESSIONAL OVERVIEW

**AT&T Authorized Retail. Atlanta, GA**  
Sales Manager | 07/2019 - Current

- Spearhead management of a team of 6 employees in successful selling methods, customer service, and encourage cross-selling to drive revenue.
- Deliver engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
- Manage & collaborate with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Initiate new sales and marketing plans for product rollouts, distribution, and media strategy.
- Monitor customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals selling over \$25,000 in accessories.
- Manage order cycle to enhance business development and maintain sustainability and customer satisfaction while ensuring customer escalations are handled professionally.
- Establish rapport with international suppliers and collaborated with factories to develop, design, and select product for retail stores.
- Identify, hire, and train highly qualified staff by teaching best practices, procedures, and sales strategies.
- Develop innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
- Handle customer relations issues, enabling quick resolution and client satisfaction.
- Aggressively pursue competitive accounts by differentiating company from competitors.

**HomeGoods. Atlanta, GA**  
Sales Coordinator | 06/2014 - 10/2018

- Completed orders and organized product deliveries to meet customer timetables.
- Grew sales and boosted profits, applying proactive management strategies, and enhancing sales training.

## EDUCATION

**Kennesaw State University**  
Kennesaw, GA  
Bachelor of Science in Exercise Science, 2019

## CERTIFICATIONS

- Tech Coding - Georgia Tech, 2022
- CPR Certification

## CORE COMPETENCIES

- Team Building
- Shrink reduction
- Training and mentoring
- Employee performance evaluations
- Strategic Account Development
- Product and Service Sales
- Goals and Performance
- Empowers high-performing sales teams
- Coaching and mentoring
- Relationship building
- Account management
- New Business Development
- Quality Assurance Standards
- Technical Support
- Product Management
- Sales and Marketing
- Improvement initiatives

## TECHNICAL PROFICIENCIES

- Salesforce
- JavaScript
- HTML5
- CSS3
- jQuery
- Progressive Web Apps
- Agile Methodology
- Bootstrap
- React.js
- Express.js
- Node.js
- MongoDB
- MySQL

- Maintained customer satisfaction with quick and professional handling of product returns.
- Provided positive first impressions to welcome existing, new and potential customers.
- Increased sales by offering advice on purchases and promoting additional products.
- Solved customer challenges by offering relevant products and services.

### **Kennesaw State University. Kennesaw, GA**

Student Assistant | 09/2014 - 01/2018

- Helped with administrative support advertising the KSU Master's Program to other universities that did not offer the program.
- Completed range of simultaneous tasks to support the academic program to streamline the operational needs.
- Provided information to a plethora of questions about the program and rendered guidance to candidates regarding the appropriate contacts to apply and obtain acceptance into the program.

- Command Line
- Git
- Apple iCloud Support
- Procreate
- Google Docs
- Microsoft Office Suite

### **PROFESSIONAL ACCOMPLISHMENTS**

- Certified Apple Master Program Champion Tier
- 2X Associate of the Quarter
- Top 5 Leader in District Sales
- Top 5 Leader in Market Sales
- Managed over 49 employees during the tenure at AT&T
- Co-led a 40-person pilot for Salesforce development