

# Thaisa Elorriaga

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## Summary

I am an experienced Account Executive with a proven track record of delivering revenue growth and exceptional customer service. I have expertise in sales strategy development, client relationship management, and identifying and pursuing new business opportunities. I have successfully managed complex sales cycles and consistently met and exceeded sales targets. I am a team player with a collaborative and innovative approach and am committed to continuous learning and professional development.

## Experience

### Account Executive

Slack- Aug2022- Present (8months)

Overall, my duties as an Account Executive at Slack involve a combination of sales, customer service, and relationship-building skills, along with the ability to work independently and as part of a team.

Among my responsibilities I can include managing client portfolios and building relationships, developing and executing sales strategies, generating leads through various channels, conducting product demonstrations, negotiating contracts, collaborating with internal teams, providing exceptional customer service, maintaining accurate sales records, and staying up-to-date with industry trends. The overall goal is to achieve revenue targets and identify new growth opportunities.

### Account Manager UK/IE

Wrike - Jan 2022- Jul 2022 (7 months)

In summary, my duties as an Account Manager were managing assigned accounts (BOB) which includes identifying upgrade opportunities, managing the sales cycle, strategizing big deals, using Salesforce for lead processing and opportunity management, prioritizing opportunities, and ensuring customer satisfaction.

### Account Executive Latam & Iberia

Wrike- Feb 2021- Jan 2022 (1 year)

*\*Presidents Club Member Award 2020 & 2021*

In summary, my duties as an Account Executive at Wrike were providing product demonstrations and support to potential customers using techniques like MEDDIC/Value Selling to emphasize the value proposition and improve business efficiency. I was also responsible for meeting sales quotas, managing the sales pipeline, keeping track of competition and products, and providing regular reports on the sales pipeline and forecast through the CRM system.

### Sales Development Representative

Wrike - Sep 2019 - Feb 2021 (1 year 6 months)

*\*Presidents Club Member Award 2020 & 2021*

As an SDR I was responsible to identify and promote new sales opportunities in Iberia and Latam markets (Portuguese and Spanish) and representing the company's services through various channels, including calls, emails, and chats, working proactively with the team to ensure that quality standards, KPIs, and SLAs are met. Additionally, I was responsible for delivering excellent customer service and acting as the first point of contact within the company.

### Sales Development Representative

IDG Direct - Mar 2019 - Sep 2019 (7 months)

As an SDR at IDG, I was engaged with customers across industries, company sizes, and types to determine their needs and identify opportunities to fulfill their needs, converting prospects and qualified leads into opportunities and revenue pipelines, filtering them by different criteria, for example, BANT (budget, authority, need, and schedule) and, positioning competitive offers and solutions in the context of customer needs and experiences providing technical product overview and insights relevant to customer needs and usage scenarios.

## **Lead Generation Agent EMEA**

IDG Direct - Feb 2018 - 2019 (1 year)

My experience involves representing and branding IDG services by making professional calls in Spanish, English, and Portuguese to prospective clients. This includes researching and building customer interest in available services and products, recording accurate client details, and updating databases. The responsibilities also include qualifying leads based on their needs and interests, following up with leads to nurture relationships, and tracking and analyzing lead generation metrics to continuously improve tactics and strategies. Accurate and up-to-date records of leads and their status in the sales process are also maintained.

## **Team Lead**

Ond'Azul radio taxi - Jul 2016 - Jul 2017 (1 year 1 month)

My experience as a Team Lead involves leading and managing a team of contact support agents to achieve goals. This includes providing training, coaching, and feedback to improve performance, developing and implementing customer service policies and procedures, and analyzing team performance metrics to implement corrective action plans. Regular team meetings are conducted to communicate updates and foster teamwork, and accurate records of team performance are maintained. The role also involves representing the company professionally and maintaining customer satisfaction, and handling escalations and complex customer issues when necessary.

## **Customer Service**

Atento - Nov 2015 - May 2016 (7 months)

My experience involves responding to customer inquiries, complaints, and feedback through various channels like phone, email, chat, or social media. This includes providing accurate information and resolving issues while following company policies, keeping detailed records of customer interactions and feedback, and continuously improving customer service skills and knowledge. Collaboration with other departments is also important to resolve complex issues. The role requires maintaining a high level of customer satisfaction and brand reputation.

## **Sales Agent**

Tivit - Jan 2015 - Sep 2015 (9 months)

As a Sales Agent, I was contacting potential customers to explain product features and benefits and persuasively convince them to purchase telephone line services. Meeting or exceeding sales quotas and targets was an important responsibility, as was identifying and pursuing new sales opportunities. Collaboration with the customer service team is also required to ensure customer satisfaction. The role required continuous improvement of sales skills and knowledge and representing the company professionally and positively.

## **Team Lead**

Xplast - Jan 2013 - Dec 2014 (2 years)

This experience involves leading, motivating, and inspiring a team of quality specialists to ensure a safe environment for the community. Responsibilities include managing team performance, quality, behavior, attendance standards, and meeting client SLA's and KPI's. Written reports were provided to top management to document the achievement of services. Day-to-day operations were managed, including workload allocation, scheduling, and resourcing. Regular feedback and coaching were provided to team members for career development. Work practices and processes were reviewed and developed to improve productivity and quality. The role also included implementing ISO 9001:2008 requirements, monitoring the performance of the Quality Management System, and planning and production control using the SAP System.

## **Education**

### **UCD Professional Academy**

Diploma of Education, Full Stack Software Development

Feb 2023 - Mar 2024

### **Udemy Alumni**

ChatGPT: complete ChatGPT Course for Work 2023 (Ethically)

Mar 2023

**MEDDIC Academy**

MEDDIC Standard  
2021-2021

**Udemy Alumni**

Digital Marketing 2019-2020

**Catholic University Nuestra Señora de la Asuncion**

Incomplete Higher Education, International Trade  
2012

**Anglo Americano**

Full High School  
2011

**Skills**

ChatGPT • Direct Sales • Software as a Service (SaaS) • Sales Presentations • Forecasting •  
Communication • HTML • Python (Programming Language) • SQL • Team Leadership • Sales • Full  
sales cycle