Melissa Lester CMP

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Well-rounded, driven and knowledgeable – seeking a new challenge. I work well in a team and independently and I am bilingual in French and English, spoken and written. Always punctual and very attentive to detail. My goal is to always listen to my clients to see how I can help them.

Salesforce – Salesloft – Hubspot - LinkedIn Navigator - Microsoft - Zoominfo - Gong

**Education**

Acuity Institute

Change Management Professional, March 2018

University of Cambridge – ESOL Examinations

CELTA – July 2012, Montreal, QC

Concordia University, Montreal, QC

Anthropology & Classical Archaeology (Spec. Classical Civilizations), B.A. 2008

Champlain College, St.Lambert, QC

Liberal Arts, DEC 2003

**Professional Experience**

**Senior Account Executive**

*Certn, Victoria, BC (Remote) - July 2020 - present*

* Grow market share by driving sales within identified verticals
* Managing sales process, from lead generation to online sales presentation and demo to close
* Identifying potential customers through LinkedIn and networking initiatives, and developing innovative sales strategies to achieve sales goals
* Executing daily on marketing and sales outreach: cold-calling, LinkedIn marketing and email
* Creating and delivering persuasive sales demos online (Zoom meetings + online demos)
* Updating CRM and other software to maintain client, management, and team communication
* Working closely with prospects to answer questions and address other decision-making needs
* Signing on new clients, ensuring proper onboarding with the Customer Success team
* Identifying unmet customer needs and recommend improvements to the product line accordingly.
* Expanding industry knowledge by attending educational workshops and reading professional publications
* Researching competitors’ products, pricing, and product success to determine customer preferences

**Account Executive**

*Sterling Backcheck, Montreal, QC – January 2020 to July 2020*

* Educate clients about business solutions
* Cold calling, generating new leads and prospecting accounts.
* Closing customer contracts and generating new sales.
* Using Salesforce & Salesloft automation tools to track progress and report goals.
* Analyzing consumer needs and developing innovative solutions.
* Managing team members and facilitating collaboration in the workplace.
* Create detailed business plans designed to attain predetermined goals and quotas
* Manage the entire sales cycle from finding a client to securing a deal
* Unearth new sales opportunities through networking and turn them into long-term partnerships
* Present products to prospective clients
* Provide professional after-sales support to maximize customer loyalty
* Remain in regular contact with your clients to understand and meet their needs
* Respond to complaints and resolve issues to the customer’s satisfaction and to maintain the company’s reputation
* Negotiate agreements and keep records of sales and data

**Regional Sales Executive**

*Sterling , Montreal, QC – March 2018 to January 2020*

* Prospect, cultivate leads and cold call using data driven strategies, creative methods to develop relationships with potential clients
* Provide live demos of Sterling platforms
* Nurture prospects: Provide webinars, keep up to date with new software releases and industry changes
* Develop relationships with prospects throughout the sales cycle from Discovery and providing continued support after go live
* Establish relationships, partnerships and referrals
* Pursue inbound leads in assigned territory
* Participate in ongoing sales training
* Coordinate with legal, marketing and finance to provide clients with the best solution for their organization

**National Sales Executive**

*Sterling , Montreal, QC – July 2017 – March 2018*

* Prospect, cultivate leads and cold call using data driven strategies, creative methods to develop relationships with potential clients
* Develop relationships with prospects throughout the sales cycle
* Pursue inbound leads in assigned territory & assign vetted leads to territory
* Conduct live demos of Sterling platforms
* Participate in ongoing sales training

**Bilingual Deployment Specialist**

*Sterling , Montreal, QC – March 2014 – July 2017*

* First point of contact onboarding all new clients
* Conduct live demos of our 2 platforms & find the best solution for the client
* Lead deployment project from beginning to end
* Complete all deployment projects by go live date
* Assist with client testing phase

**Criminal Research Specialist**

*Sterling Backcheck, Montreal, QC – March 2014 – July 2017*

* Quality and analysis of Criminal Records
* Conduct database searches
* Court Runner duties, as needed
* Provide English/French translation for client reports and translating records

**Assistant Manager – Sales Consultant**

*Boutique Au Sommet: The North Face, Brossard, QC – September 2012 – March 2014*

* Responsible for managing staff (10 employees) and delegating day to day tasks.
* Processing warranty claims
* Maintaining boutique and providing clients with in-depth product knowledge and recommendations
* Receiving PO – Updating inventory database
* Purchasing for the boutique (taking into account budget and delivery dates)
* Merchandising of new collections and preparing store for new seasons

**Secure Data Analyst and Credit Analyst**

*BackCheck, Montreal, QC - February 2008-July 2012*

* Analyse and audit the quality of criminal records, credit, civil searches.
* Provide specialized corporate training to new employees on tasks I perform.
* Provide excellent customer service to clients, consisting incoming and outgoing calls (issues, follow up, general inquiries); communication provided equally in English and French.

**Volunteer**

* Field School: University of Montreal, “Argilos”; Asprovalta, Greece, July-August 2010
* Louisbourg Public Archaeology Program, Cape Breton, NS, August 2009
* Amnesty International, December 2008-present