

ANDRAS V. CRUZ-AEDO

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Hannah Crowley
Project Manager, UpNet Technologies
15901 Hawthorne Boulevard
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Dear Hannah,

I've recently received my Bachelor's Degree from the University of Arizona and I'm very interested in joining the Inside Sales team at UpNet Technologies. I believe that my unique yet coachable combination of technical sales skills as well as my experience during college in closing deals and effectively managing operations for a very small Website, SEO, and SMM limited liability corporation that I founded under the supervision of Bing Chen, Vice President of Global Product, Oracle and Blackboard Inc., will allow for me to make an immediate and significant impact in helping the team's efforts. I studied Business Administration and Cross-Cultural, Interpersonal, and Computer-Mediated Communication, and enjoyed my classes in marketing, management, and information systems the best!

All while completing my degree, I:

- A. created the business plan and implemented automated application technologies that increased my grandfather's startup clientele from **160 total customers** (Q4 2015) to **732 total customers** (Q3 2018);
- B. pioneered client partnerships with a **\$9.1B** Mars, Inc. acquired corporation known as VCA, Inc. (Q4 2015), which increased my grandfather's customer base by **22%** in its first year of operation;
- C. activated business with real estate tycoon Steven Powers and put solar on his **\$2.5M** home in Topanga, CA;
- D. researched and recommended **Top 5** oil and gas planning softwares (i.e., SAS and Pandell Geo) and complementary data mining companies for **\$2B-valued** company Enercor, Inc. who owns 2,300 acres of ExxonMobil land assets;
- E. interned for Mark Cuban's Shark Tank startup as Lead Brand Ambassador, and Social Media Coordinator and;
- F. was asked by Oracle veteran Jeff Covert at **age 21** to speak to his MBA class at Loyola Marymount University

I believe that I'd be a great fit for the Inside Sales Representative position, and UpNet Technologies more generally because I'm a creative problem solver and proven in team efforts, and I've demonstrated the ability to contribute towards a higher goal. Similarly, USC Head Men's Tennis Coach Peter Smith and other mentors have written in my letters of recommendation that I am a calm and rational salesman when challenging others to think differently. Additionally, my 10-years of experience as a nationally-ranked tennis junior, and collegiate player and instructor, in which I learned to leverage my skills and strengths when facing adversity and overcoming harsh conditions, provides me an inside understanding of some of the struggles the internet and software companies will face and how I can best support them in building businesses fast.

Given my drive and experience, I'm confident that I can make a substantial contribution toward helping internet and software companies build out their sales teams and the like, while also helping Fortune 500 companies & other global businesses not get left behind the continuous flood of new technologies, by introducing them to internet and software companies. Thank you for your time spent reading this introduction and the enclosed resume. I look forward to hearing from you soon.

Sincerely Yours,

Andras V. Cruz-Aedo

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