

# Ethan Carlos

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Makati City, Metro Manila

## Summary

Highly accomplished and results-oriented Sales Agent with over five years of progressive experience in diverse sales and marketing roles. Proven track record of consistently exceeding sales targets, building strong client relationships, and implementing effective sales strategies. Expertise in lead generation, pipeline management, and closing deals across various industries.

## Work Experience

### Senior Sales Executive

Innovate Solutions Inc. | 2022 - Present

- Consistently surpassed quarterly sales quotas by an average of 15%, contributing to a 12% year-over-year revenue increase for the company.
- Developed and implemented a new lead nurturing process that improved lead conversion rates by 20%.
- Cultivated and maintained strong relationships with key clients, resulting in a 90% client retention rate.
- Successfully closed several high-value deals, including a landmark contract worth PHP 5 million.
- Mentored and coached junior sales team members, improving their sales performance by an average of 10%.
- Conducted market research and competitor analysis to identify new sales opportunities and refine sales strategies.

### Marketing Specialist

TechGrowth Philippines | 2019 - 2022

- Developed and executed digital marketing campaigns that increased website traffic by 40% and generated a 25% increase in qualified leads.
- Managed social media platforms, growing the company's online presence and engagement by 35%.
- Created compelling marketing materials, including brochures, presentations, and website content, that effectively communicated product value propositions.
- Analyzed marketing campaign performance and provided data-driven recommendations for optimization.

### Sales Associate

Prime Retail Group | 2017 - 2019

- Consistently exceeded monthly sales targets in a fast-paced retail environment, earning "Top Sales Performer" recognition multiple times.
- Provided exceptional customer service, building rapport with customers and addressing their needs effectively.
- Demonstrated strong product knowledge and effectively communicated product features and benefits to drive sales.
- Proactively approached customers and identified sales opportunities through effective questioning and listening skills.

## Education

### Bachelor of Science in Marketing Management

University of the Philippines | 2015 - 2019

- Relevant coursework included: Sales Management, Marketing Strategy, Consumer Behavior, and Digital Marketing.

### **Skills**

- **Sales Expertise:** Lead Generation, Pipeline Management, Sales Presentations, Negotiation, Closing Deals, Account Management, Sales Forecasting.
- **Marketing Skills:** Digital Marketing (SEO/SEM, Social Media Marketing, Email Marketing), Content Creation, Market Research, Campaign Management, Marketing Analytics.
- **Communication & Interpersonal:** Excellent verbal and written communication, Active Listening, Persuasion, Relationship Building, Customer Service.
- **Technical Proficiency:** CRM Software (e.g., Salesforce, HubSpot), Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace.
- **Languages:** Filipino (Native), English (Fluent).