

## CONTACT

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🌐 www.kimcordova.com

🏠 Atlanta, GA - relocating  
to Chicago, IL

## EDUCATION

### BACHELOR OF SCIENCE: BUSINESS ADMINISTRATION

University of Wisconsin-  
Platteville

### BACHELOR OF FINE ARTS: THEATRE

University of Wisconsin-  
Platteville

### GENERAL ASSEMBLY COURSES

Front-End Web Development  
JavaScript Development  
Product Management

## COMPUTER SKILLS

Salesforce  
Google Tools  
Mac OS X & Windows OS  
Looker  
HTML5, CSS, JQuery  
Microsoft Office & Excel  
Jira, Confluence, Atlassian

# KIM CORDOVA

## ABOUT

Sales-trained relationship builder with 6+ years of experience in translating best practices and product knowledge into business results. I am constantly looking at the world through the lens of "how and why." An inbox-zero hero. Always the go-to person for providing support and strategic guidance when it comes to understanding and breaking down processes and complex ideas.

## EXPERIENCE

### SALES OPERATIONS LEAD

*General Assembly | 2015 - Present*

Strategize sales plans, monitor progress, and teach the skills local sales team needs to conquer aggressive quotas.  
Responsible for local sales enablement strategy, planning, execution, forecasting and pipeline management.  
Contribute to the global sales strategy by planning and implementing national revenue-boosting initiatives in an effort to boost company profitability.  
Manage an individual quarterly pipeline of 500+ students resulting in \$300,000+ in quarterly revenue; contributed over \$2.5 million in revenue for company to date.

The work I do as the Operations Lead enables our sales team to focus on selling and relationship building by addressing operational activities such as cross-department collaboration across teams, project coordination, issue resolution, and reporting analysis to keep the sales cycle flowing.

### ACCOUNT EXECUTIVE

*Entercom Communications | 2014-2015*

Created and actualized effective, customized marketing campaigns on three award-winning local radio stations.  
Developed relationships with new small and medium business partners and presented customized solutions to meet prospective client's marketing goals using value-based and consultative selling.

### OPERATIONS PROGRAM ASSOCIATE

*State of Wisconsin- Department of Health & Family Services | 2013-2014*

Managed department web pages ensuring content was current, accurate, and reliable.  
Provided administrative support for bureau by recording and distributing meeting minutes to state-wide hospital partners and by creating presentations.

### RESOURCE SUPPORT SPECIALIST

*Widen Enterprises | 2013*

Qualified leads from small to medium-sized technology firms to generate new long-term clients for Digital Asset Management SaaS product.  
Constructed customized sales presentations for prospective clients based on understanding of their needs and technical requirements.  
Performed industry research to grow sales department's understanding of prospective client base and gained valuable insight into increasingly competitive landscape.