

Daniel DeMoney

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EXPERIENCE

California Polytechnic Pomona, Consumer Insights Consultancy **Pomona, CA**
Sales Consultant *Aug 2022 – May 2023*

- Collaborating with a small group of motivated students and faculty to create and execute a marketing research initiative to help a multi-million-dollar client increase profits.
- Successfully prepared a research design to conduct market research on the client's market.
- Using machine learning techniques with R to gain insight from over a decade of transaction data.

Coherent (formerly Finisar/II-VI) **San Jose, CA**
Sales Intern *May 2022 – Aug 2022*

- Worked closely with Sales Managers, Product Line Managers, and Senior VPs to execute deliverables on deals worth upwards of \$10 million.
- Helped lead an initiative to tabulate excess inventory into a database and sell pieces to brokers, netting over \$1 million in revenue.
- Created monthly forecasts using Demantra.
- Conducted daily cold calls to prospect new clients.
- Organized sales cycle data within Salesforce.

California Polytechnic Pomona, Project Hatchery, Team Apollo **Pomona, CA**
Sales Lead *Aug 2021 – May 2022*

- Cofounded a team to develop and market a wearable blood pressure measurement device.
- Helped allocate a \$4,000 budget, develop project timelines, and program Bluetooth software for the prototype.

Office Depot **Los Gatos, CA**
Sales Specialist *Aug 2020 – May 2021*

- Promoted to Sales Specialist from Sales Advisor within 2 months as a result of exceeding my quotas.
- Gained experience selling and knowledge of Epson, Hp, Dell, and Microsoft products.
- Oversaw the sales of laptops and desktop computers and increased tech bundle sales by 30%.
- Lead the store in loyalty account signups for 6 months straight.

EDUCATION

California Polytechnic Pomona **Pomona, CA**
Business Marketing *Aug 2021 – May 2023*

San Jose State University, San Jose **San Jose, CA**
Business Marketing *Aug 2019 – Aug. 2021*

REFERENCES

Andres Gomez

- Coherent, Former Account Manager
- (919) 943-8223, andres1.gomez@intel.com

Stephen Cash

- Coherent, Former Account Manager
- (408) 813-8629, stephen.cash@gmail.com