





## Sophia Martinez

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## Professional Summary

Dynamic and goal-oriented Sales Executive with 7+ years of experience in B2B and B2C sales across technology and retail industries. Skilled in client relationship management, consultative selling, and closing high-value deals. Consistently exceeds sales targets and drives business growth through strategic planning and customer engagement.

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## Key Skills

- B2B & B2C Sales
  - Client Relationship Management (CRM: Salesforce, HubSpot)
  - Negotiation & Closing Techniques
  - Prospecting & Lead Generation
  - Territory & Account Management
  - Sales Forecasting & Reporting
  - Cross-functional Team Collaboration
  - Excellent Communication & Presentation Skills
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## Professional Experience

### Senior Sales Executive

GlobalTech Solutions Pte Ltd | Singapore

*Mar 2019 – Present*

- Achieved 120% of annual sales quota for three consecutive years.
- Closed enterprise software deals worth over SGD 3M in 2022.
- Built and maintained relationships with 50+ key accounts, increasing customer retention by 25%.
- Developed tailored sales proposals and presentations for C-level clients.

### Sales Representative

Sunrise Electronics | Singapore

*Jul 2015 – Feb 2019*

- Consistently ranked in top 10% of sales team, generating SGD 500K+ in annual revenue.
  - Conducted product demonstrations and negotiated contracts with retail partners.
  - Identified new sales opportunities through cold calling and networking, expanding client base by 30%.
  - Collaborated with marketing team to design promotional campaigns, boosting seasonal sales by 15%.
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## **Education**

### **Bachelor of Business Management (BBM)**

Singapore Management University (SMU) | 2015

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## **Certifications**

- Certified Professional Sales Leader (CPSL) – 2021
  - Negotiation Skills Masterclass – 2019
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## **Languages**

- English – Fluent
- Spanish – Native