

Contact

Dieppe, NB
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(LinkedIn)

Top Skills

Microsoft Excel
Google Sheets
Customer Retention

Certifications

Advanced Microsoft Excel
Verified International Academic
Qualifications

Heron Torres

Sales & Operations Leader | Expert in Process Automation &
Customer Retention | Driving Profit Growth
Dieppe, New Brunswick, Canada

Summary

Driven, results-oriented leader with a strong background in business development, sales, and process optimization. Skilled in team management, customer retention, and Excel automation to improve efficiency. Passionate about driving growth and delivering outstanding customer experiences.

Experience

Rallye Motors Auto Group
BDC Manager / Internet Sales Manager
July 2022 - Present (2 years 6 months)
Moncton, New Brunswick, Canada

- Led the expansion of the Business Development Center, overseeing operations across 8 locations and 12 businesses, handling 500+ inbound calls daily for 30+ brands, including Ducati, BMW Motorrad, Hyundai, and Nissan.
- Modernized communication infrastructure by transitioning from an analog system to a scalable digital solution, enabling real-time call monitoring and consistent, high-quality service.
- Increased customer retention through a follow-up system to ensure missed inquiries were addressed, even during peak demand periods.
- Scaled team operations from 3 to 6–8 members, incorporating sales, service, website management, and administration while driving operational efficiency via Excel automation and custom programming.
- Enhanced employee retention, reducing turnover from 3 months to 1 year, with multiple team members advancing to higher positions.
- Developed and implemented revenue-generating initiatives in collaboration with senior leadership, contributing to consistent business growth.
- Trained and coached team members in consultative selling, improving customer engagement and satisfaction.

EBlock

Inside Sales Representative
November 2021 - July 2022 (9 months)

Dieppe, New Brunswick, Canada

- Drove top sales performance, consistently exceeding revenue targets and significantly contributing to company goals.
- Managed B2B customer relationships in the automotive industry, addressing inquiries, resolving complaints, and ensuring high satisfaction.
- Leveraged customer feedback to optimize the online shopping experience, leading to improved customer retention.
- Enhanced sales with targeted marketing strategies and effective sales tactics, boosting monthly performance.
- Managed customer service inquiries and ensured timely resolution, maintaining strong relationships.

Rallye Motors Auto Group

1 year 11 months

Finance Manager

September 2021 - November 2021 (3 months)

Greater Moncton Metropolitan Area

- Developed and implemented strategies that generated over \$60,000 in profit during the first month, far exceeding expectations for new hires.
- Analyzed potential risks and evaluated loan products to match customers with the most suitable financing options, ensuring their needs were met with optimal solutions.
- Simplified complex financial information for customers, explaining technical details in easy-to-understand terms, enhancing customer satisfaction.
- Built and nurtured relationships with customers, lenders, and third-party partners, fostering trust and encouraging repeat business.
- Managed and processed loan applications through Dealertrack, ensuring accuracy and that approvals were achieved without errors or delays.

Used Vehicles Administrator

January 2020 - September 2021 (1 year 9 months)

Moncton, New Brunswick, Canada

- Managed end-to-end operations for used vehicle processing across 6 dealerships, including receiving, reconditioning, advertising, and final delivery.
- Automated administrative processes with advanced Excel programming, reducing man-hours by 1/3 and enabling departmental operations with minimal staff.
- Spearheaded service execution for new vehicle sales across 3 dealerships, ensuring high-quality, timely service delivery.

-Streamlined inventory management, improving turnover rate and visibility of used vehicle sales.

Força Aérea Brasileira - FAB

Corporal - Administrative Assistant

August 2011 - March 2018 (6 years 8 months)

Salvador e Região, Brasil

-Assisted in budget creation and financial tracking, leveraging Excel for reporting and analysis.

-Streamlined reporting processes, ensuring accuracy and efficiency in financial data management.

-Improved administrative operations, boosting data-entry productivity by identifying and implementing process improvements.

-Trained new employees on procedures, policies, and performance standards, fostering team consistency and productivity.

Education

Toronto School of Management

Business Administration, Business · (2019 - 2020)

Faculdade UNIME

Bachelor of Engineering - BE, Industrial Engineering · (2013 - 2018)