ESTRELLA SOLDADO

*Marketing Manager*

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**Seattle, WA** [**LinkedIn.com**](https://linkedin.com/)

# EDUCATION

Bachelor of Science Business Administration **University of Washington**

2004 - 2008

Seattle, WA

# CAREER SUMMARY

Communicative, observant, and analytical thinker with 14+ years of well-rounded experience partnering with companies and clients to provide real solutions to improve their services, products, and bottom line. Eager to meet marketing challenges facing SoundEarth Strategies, Inc.'s clients in a digitally-driven and fast-paced world.

# SKILLS

Diligent

Verbal Communication Problem Solving Organized

Analytical

# WORK EXPERIENCE

## Sales Manager

### Butterfly

 2016 - current  Seattle, WA

 Advised team of 8 sales consultants in learning ultrasound technology and industry, developing sales strategies, and negotiating packages for healthcare institutions and clients

 Served as the point of contact for institutions and clients adopting ultrasound technology and led in-person and virtual training sessions for seamless transitions

 Partnered with clients in changing services or adding additional resources and answered questions regarding ultrasound functions and technological limitations

 Conducted client surveys to discover problems and needs and developed training to fix unclear imaging, which improved clients' experience by 23%

 Recruited and hired 3 sales consultants and oversaw their sales training and education of Butterfly products and services

## Sales Consultant

### Accenture

 2014 - 2016  Seattle, WA

 Led smaller sales initiatives within a 75-mile radius and collaborated with sales and client account teams for 12+ Fortune 500 companies

 Presented and pitched cloud-based technologies and automation tools, fostering client relationships to anticipate their needs

 Optimized packages for clients' specific needs, provided quotes, drafted proposals, and negotiated contract agreements

 Followed up with clients 10-14 days after the start of services to offer additional training and technical support

 Exceeded or met quarterly sales goals 96% of the time by staying up-to-date on Accenture's services, requesting feedback from clients, and attending professional development courses each year

## Management Consultant

### The Miles Group

 2008 - 2014  Seattle, WA

 Interviewed and observed 110+ short and long-term clients to evaluate and provide training for executive role performance improvements

 Communicated with clients via phone and in person to gather information and feedback, and provided support to colleagues 3-4 times per week regarding project status, deadlines, and goals

 Created business reports, training materials, and individual and group coaching content for C-suite leaders using Microsoft Office

 Mentored executives as they transitioned into companies or new internal positions, supporting them with 1-to-1 coaching sessions 2 times per month and 24/7 phone and email support