

Krystal Moreno

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Summary

Experienced professional with a related sales background and a talent for driving revenue growth. Skilled in strategizing team and personal development initiatives, along with optimizing operations. Excellent communicator and problem-solver who thrives in fast-paced environments. Eager to leverage expertise in sales and business development to excel in a BDR or Internal Sales role.

Experience

Lead Bartender – Old Man Hustle (Manhattan, NY) 2022 – 2023

- Managed inventory, and accounted liquor sales
- Upsold product 21% more than co-workers' average
- Handled Vendor Relations and Negotiated Prices
- Accounted daily sales metrics and book kept

Business Development Manager – Kimpanadas (Manhattan, NY) 2021 – 2022

- Played a key role in strategizing the launch of a brand new store
- Managed auditing, inventory tracking, expense management, POS and Uber account setup, contractor oversight, and other operational tasks.
- Led a dynamic team, driving productivity to meet and exceed demand
- Ran a successful advertising campaign to boost brand visibility and engagement.

Stock/Fulfillment specialist – William Sonoma (Manhattan, NY) 2020 – 2021

- Organized Incoming and Outgoing Shipments
- Adapted to a schedule of work across three separate locations
- Orchestrated Fulfillment strategies that lead team to be top 7% in efficiency metrics

Customer Service Associate – Target (Queens, NY) 2016 – 2020

- Proactively assisted customers with store-related inquiries, ensuring a seamless shopping experience.
- Consistently ranked in the top 5% for selling Target credit cards, showing exceptional sales performance.
- Organized team members to efficiently handle inbound and outbound shipments
- Promoted from high school cashier to managing the district's top-performing fulfillment department.

Education

Kingsborough Community College – Liberal Arts 2019 – 2021

- Relevant Courses – Sociology, Psychology, Political Science, Literature

SKILLS & COMPETENCIES

- Account management
- Relationship building
- Collaboration with cross-functional teams
- Cold calling
- Negotiation skills
- Upselling / Cross-selling
- Data analysis and reporting
- Time management and organization