
Alessandra Bauer

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EXPERIENCE

REVGEN, Raleigh, NC - *Sales Development Representative*

AUGUST 2024 - DECEMBER 2024

- Generated and qualified sales leads through cold calling, emails, and networking, contributing to consistent sales pipeline growth
- Collaborated with Account Executives to hand off qualified leads
- Researched potential clients and identified key decision-makers, successfully educating prospects on the value of our SaaS B2B solutions.
- Utilized CRM systems to track prospect interactions, update client records, and maintain accurate data.
- Embraced growth mindset by actively pursuing personal and professional development, resulting in improved sales techniques and higher lead conversion rates.

Klooster Family Dentistry, Holly Springs, NC - *Marketing Assistant*

FEBRUARY 2024 - JULY 2024

- Assist in creating and executing email marketing campaigns to promote special offers, events, and services to current and prospective patients, using email marketing platforms like Mailchimp.
- Manage the dental practice's social media accounts, including creating and scheduling posts, engaging with followers, and monitoring analytics to track performance and identify areas for improvement.

Learning Express, Raleigh, NC - *Team Leader*

JUNE 2017 - MAY 2019

- Train new team members on store policies, procedures, product knowledge, and provide ongoing coaching and development to enhance skills and performance.
- Handle inventory tasks such as receiving shipments, counting stock, and replenishing merchandise on the sales floor.

Hallmark Creations, Raleigh, NC - *Sales Associate*

JUNE 2016 - MAY 2017

- Train new team members on store policies, procedures, product knowledge, and provide ongoing coaching and development to enhance skills and performance.
- Handle inventory tasks such as receiving shipments, counting stock, and replenishing merchandise on the sales floor.

EDUCATION

East Carolina University, Greenville, NC - *Bachelor of Science in Business Administration, Marketing*

AUGUST 2022 - JUNE 2023

Wake Technical Community College, Raleigh, NC

AUGUST 2019 - JULY 2022