

LUONG DANG

(510)-541-8379 | luongdang0701@gmail.com | [linkedin.com/in/luong-dang](https://www.linkedin.com/in/luong-dang) | github.com/luongkhdang

ABOUT

A highly motivated and results-driven insurance professional with a proven track record of exceeding sales targets and delivering exceptional member experiences within AAA - The Auto Club of Southern California. Consistently ranked in the top 3% of 255 agents (peaking at #1 of 255 in Jan-Feb 2024) and recognized with "Diamond Club" status for achieving 100% accuracy in a fast-paced environment. Expertise spans the full sales cycle, from proactive lead generation and advanced consultative selling techniques for Property & Casualty and Life insurance to policy servicing and member retention. Eager to leverage deep product knowledge, a data-driven approach to sales optimization, and a strong commitment to AAA's mission of creating Members for life by rejoining the team and contributing to its continued success.

EDUCATION

San Francisco State University

Bachelor of Science in Computer Science

San Francisco, CA

GPA: 3.64

License

License number: 4209877. Personal Lines (expire: 05/31/2026) and Life (expire: 05/31/2026)

TECHNICAL SKILLS

Professional: Strong Work Ethic, Data Analysis, Problem-Solving, Initiative, Communication (Verbal & Written), Team Collaboration, High Professional Standards, Customer Service Excellence, Profit-Driven Mindset

Insurance & Sales: Property & Casualty Insurance, Life Insurance, Consultative Selling, Lead Generation, Prospecting, Closing Sales, Member Retention, Underwriting Principles, Objection Handling, Customer Relationship Management (CRM), Cross-Selling/Up-Selling, Risk Assessment, Policy Issuance, Outbound Calling, Marketing Lists

Systems & Software: CRM: Salesforce (Proficient: including workflow optimization and user feedback for integration)

Microsoft Office Suite: MS Excel (Advanced: data analysis, reporting, tracking), MS Outlook (Proficient), MS Word, MS PowerPoint

Insurance Platforms: Proficient in navigating and utilizing various internal insurance quoting, policy administration, and member management systems

Data Analysis Tools: Leveraging CS background for sales data interpretation

EXPERIENCE

Operations Manager

Kim Tin Jewelry

Oct 2024 – Present

Oakland, CA

- Modernized retail operations by designing and implementing automation solutions, significantly improving operational efficiency by cutting manual workload by an estimated 70%
- Applied top-tier sales execution strategies, informed by previous success at AAA, to drive tangible business results and customer base growth.
- Managed inventory, customer relations, and vendor interactions, directly impacting supply chain efficiency and customer satisfaction.
- Launched data-driven digital marketing campaigns using social media to demonstrably grow the customer base.

Insurance Agent (Sales)

AAA – The Auto Club of Southern California

Apr 2022 – Sep 2024

Costa Mesa, CA

- Achieved top 3% sales ranking among 255 agents, peaking at #1 in Jan-Feb 2024, and earned "Diamond Club" status for consistent high performance and 100% policy accuracy.
- Managed the complete sales cycle for Personal Lines (Home and Automotive) and Life insurance, including prospecting, lead generation, conducting customer-specific needs analysis, presenting tailored solutions, closing sales, and retaining insured members.
- Utilized advanced consultative selling techniques and thorough product knowledge to effectively identify member needs, overcome objections, and secure new business, consistently meeting or exceeding sales targets.
- Conducted comprehensive insurance reviews, assessed risk using provided tools and underwriting guidelines, and accurately quoted, bound, and issued policies.
- Played a key role in the Salesforce CRM integration, applying systems knowledge to provide actionable user feedback that improved workflow design and enhanced team adoption.
- Proactively solicited new business through outbound calling, working marketing lists, and cross-selling/up-selling to new and existing customers, contributing to the overall growth of the insurance book of business.
- Established strong rapport with insured members, enhancing affinity to the AAA brand and fostering member satisfaction and loyalty.
- Demonstrated strong problem-solving and initiative by identifying and resolving process inefficiencies, directly contributing to team performance and recognition as "Team of the Year Regional."
- Researched and resolved complex customer service issues, often assisting insureds in initiating the first notice of loss on claims.
- Leveraged a Computer Science background to apply data analysis techniques for optimizing sales processes and identifying key growth drivers.

AWARD

Insurance agent (Sales) | AAA of Southern California

Apr 2022- Sep 2024

- Rookie of the month - Dec 2023
- Team of the year - 2022
- Diamond Club - Most of 2023 and all of 2024