

LUONG DANG

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ABOUT

A specialist in lead generation and customer relationship management (CRM) with deep expertise in Salesforce, I have a proven track record of success within the AAA ecosystem. During my tenure at AAA of Southern California, I achieved a top 3% sales ranking among 255 agents (peaked at #1 in Jan-Feb 2024) and was consistently recognized with "Diamond Club" status for high performance. I am eager to bring this same drive to AAA of Northern California with a plan to lead our team to be "Team of the Year," just as I helped my team achieve in 2022 while playing a key role in the successful implementation of the Salesforce CRM system.

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

Oct 2024 – Present

Kim Tin Jewelry

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)

Apr 2022 – Sep 2024

AAA – The Auto Club of Southern California

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