

Christian Ruiz

Santa Cruz, California

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Work Experience

Amazon- FBA Seller, Santa Cruz, CA

February 2018- Present

- Created product description and listing information using Amazon Seller Central platform.
- Communicated with Amazon customers on an on-going basis to answer questions, resolve disputes, and provide further details about items for sale.
- Negotiated prices, assessed market trends, and gathered information from product distributors to purchase products forecasted to profit at minimum 35% per unit before ad spend.
- Lowered freight costs down an average of 20% by self-coordinating shipments of new products from overseas suppliers using U.S. based freight forwarders.
- Prepared spreadsheets detailing item information and created specific keywords to improve conversion rate and click through rate above .36%.

Wells Fargo- Personal Banker, Aptos, CA

December 2016- February 2018

- Provided personal financial counseling, assisted with lending services, and built relationships with existing customers to sustain a 4.94/5.00 customer satisfaction score at Wells Fargo.
- Worked closely with management to strategize sales techniques to increase branch production.
- Trained and supported other sales associates and cross trained tellers.
- Reviewed and approved overdrafts and checks for cashing, answered questions on accounts, loans, and statements.
- Maintained strict confidentiality for all client information.

Bank of the West- Service Banker, Capitola, CA

July 2015- September 2016

- Accurately processed customer cash, check, wire transfer, and statement transactions for business and personal customers with a balanced or reconciled drawer.
- Cross-sell bank products to customers at every opportunity to meet and exceed sales goals regarding accounts, credit cards, and loans.
- Worked with upper management to assist in all operational responsibilities
- Achieved status as one of the top sales performers in store on various occasions.

Education

The King's College, New York City, NY

2014-2016

- Coursework in Business

Skills & Interests

- **Skills:** Fluent in English and Spanish; self- accountable and organized; cash handling; problem solver with attention to detail; able to learn and understand new systems quickly and proficiently; contract negotiations; Amazon channel setup, management, and marketing (incl. AMS); Microsoft Office
- **Interests:** Meeting new people; hiking; traveling; computer programming; Reddit; photography; politics