

# JUSTINE HENDRICKSON

*Sales Engineer*

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📍 Houston, TX

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## EDUCATION

B.A.

Marketing

**University of Houston**

📅 September 2010 - May 2014

📍 Houston, TX

## SKILLS

- Sales
- Communication and Collaboration
- Research
- Product Development
- Presentations
- Negotiations
- Technical Knowledge
- Creative Problem-solving
- Critical Thinking

## CERTIFICATIONS

- Certified Sales Professional
- Certified Construction Engineer

## CAREER OBJECTIVE

Entry-Level Sales Engineer seeking a role with TechConstruct, where my sales experience and industry knowledge in complex construction machinery would contribute to the total number of customers and average duration of customer retention.

## WORK EXPERIENCE

### Entry-Level Sales Engineer

**Hammer & Steel, Inc.**

📅 July 2021 - current

📍 Houston, TX

- Utilized technical knowledge to increase sales rates by 23%, 19% above targets
- Maintained expertise in 11+ complex products, ensuring 100% of customer inquiries were answered
- Traveled across Texas, presenting technical product information at 17+ corporate events, improving product awareness and web traffic by 13%
- Collaborated across 3 departments, developing 2 new products to meet client needs
- Explained product engineering to 110+ clients without engineering backgrounds, ensuring information was accessible and easy to understand

## PROJECTS

### Texan Society of Sales Engineers

**Founder**

- Created Texan Society of Sales Engineers, drawing in 260+ members in 2017
- Coordinated with national organizations and industry pros to host 6+ meet-and-greet events and career seminars
- Attained 6+ new skills in public speaking, information dissemination, and industry best-practices
- Networked with 360+ contacts located in Texas

### ExplainThisToMe

**YouTube Channel Creator**

- Established a YouTube channel to explain difficult-to-grasp engineering topics to laypeople, amassing a following of more than 100K
- Featured on 10+ major educational websites and podcasts for providing well-made, accurate, and approachable instructional material
- Rated #4 by Engineer Toolbox on their Must-Use list of resources in 2018