

NEIL MCDONALD

Sales Associate

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☎ (123) 456-7890

📍 Summerville, SC

🌐 [LinkedIn](#)

WORK EXPERIENCE

Sales Associate

Better.com

📅 April 2018 - current

📍 Summerville, SC

- Worked outbound sales initiatives to increase lead generation by 13% quarter over quarter
- Took a compassionate approach and quickly understood customer problems, leading to a 33% customer close rate
- Led initiatives for prospective home-buyers to improve brand awareness and increase inbound customer interest, resulting in \$275,000 in incremental revenue
- Set and evaluated personal sales goals each week, resulting in exceeding sales targets by 3% YoY

Retail Associate II

Foot Locker

📅 September 2016 - April 2018

📍 Rock Hill, SC

- Managed 8 retail sales associates, and maintained performance expectations of 5% quarter over quarter
- Worked closely with management to prioritize sales of high-margin inventory, resulting in a gross margin improvement of 2% YoY
- Improved the shopper to customer conversion rate of the store by 6% by prioritizing immediate customer service of inbound customers
- Resolved in-store customer complaints and issues with an empathetic approach

Retail Associate

Foot Locker

📅 September 2014 - September 2016

📍 Rock Hill, SC

- Exceeded retail sales targets in 7 out of 8 quarters
- Responded to customer questions from a detailed understanding of products, resulting in a customer satisfaction rating of 96%
- Beat targets for customer loyalty signups by 6% by promoting savings benefits of program
- Retrieved merchandise for customers from stock room, and processed transactions, including returns

EDUCATION

Diploma

South Pointe High School

📅 2010 - 2014

📍 Rock Hill, SC

SKILLS

Negotiation

CRM (Salesforce)

Customer Retention

Problem-solving

Customer Satisfaction

Verbal Communication

Persistent