

Alden Winfield

Sales Team Leader

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Raleigh, NC

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WORK EXPERIENCE

IBM - Sales Team Leader

2020 - current

Raleigh, NC

- Created Asana's priority tagging to optimize daily sales tasks, contributing to an 11% increase in the completion of high-value tasks.
- Rolled out a quarterly Udemy course schedule tailored to address the skill gap in sales, **resulting in a 13% improvement in close rates.**
- Reduced overdue tasks by 46% through real-time reminders and notifications on Todoist, ensuring critical sales milestones were consistently met.
- Enhanced sales pipeline visibility and management through SalesLoft, achieving a 24% decrease in deal slippage and enhancing forecast accuracy to 93%.

Red Hat - Assistant Sales Supervisor

2017 - 2020

Raleigh, NC

- Used Google Analytics to assess website traffic patterns, which contributed to a 16.8% growth in online inquiries in 12 months.
- Incorporated Zoho CRM's email integration feature to maintain regular touchpoints with clients, **driving a 17% increase in upselling opportunities for Red Hat's products.**
- Hosted 24 Zoom sessions to onboard new clients, ensuring a smooth integration with Red Hat solutions, and lowering initial customer support tickets by up to 29%.
- Analyzed consumer purchasing habits in the software sector with Statista's studies, reshaping Red Hat's sales pitches and boosting sales leads by 12%.

Food Lion - Retail Sales Associate

2015 - 2017

Salisbury, NC

- Leveraged Salesforce tools to manage and predict stock levels, reducing backorders by 29% and ensuring popular items were always available.
- Regularly monitored competitor's pricing and promotions which helped make strategic pricing adjustments that resulted in a 7% boost in competitive sales.
- Implemented DocuSign for e-signatures of the membership of Food Lion's MVP Card, **leading to a 43% rise in enrollments month-over-month.**
- Conducted daily quality checks on perishable goods and items, ensuring only fresh and high-quality products were available for sale.

EDUCATION

University of North Carolina - Bachelor of Science, Business Administration

2013 - 2017

Chapel Hill, NC

SKILLS

Asana; Zoho CRM; Google Analytics; Salesforce; Udemy; Zoom; DocuSign; Todoist; Statista; SalesLoft