

Nichola Burton



Telemarketer

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01 PROFILE

Hard-working Telemarketer looking for a position in a stimulating environment and with a reputable organization. I seek to expand and build on my existing knowledge and skills, looking for a challenging opportunity to utilize my stellar academic training in my career entirely. Excellent practical skills and contribute immensely to the company's success.

02 EMPLOYMENT HISTORY

01/2020 — 05/2021

Telemarketer at Sports World Inc

Miami

Cold calling into universities and colleges to make appointments and arrange meetings for the Sales Associates. Give support to the sales team and help with market research ideas and plans, assist the sales team by qualifying leads.

- On a full-time basis, working with the Sales team – all Connected Sales Reps and Account Executives – in developing strategies, writing targeted messages, and planning territory calling. Assisted in reaching integration and help with executing goals.
- Answering incoming calls from prospective clients, giving advice and information, work on a rotation schedule.
- Familiarized and educated me with all the packages and plans the company offered.
- Used a prepared script, which I formulated, when speaking to customers and doing my best to influence them to make appointments with our Sales Team.
- Strict follower of company guidelines and rules when it comes to soliciting.

01/2012 — 01/2019

Telemarketer at Imagine Events

Seattle

Tasked with researching social media and web searches (LinkedIn, Instagram, Facebook, Google) to identify prospective clients and possible invitees to events. Manage to create opportunities to cross-sell across our events portfolio, actively encouraging and selling group booking deals.

- Building and maintaining relationships with our key clients and regular clients booking events.
- Kept strict updates on records, contacting clients to ensure new information is recorded and kept up to date.
- Responsible for leads for specific events, for instance, researching social media and company profiles to generate lists.

- Handled all queries for events as and when required
- Regular feedback sessions with the marketing team, giving information on the number of calls, pending bookings, and hot leads and conveying any objections.
- Communicated with confirmed attendees, giving event logistics, times, dates, places, etc.
- Built excellent sales skills, especially in the event and conference market.

03 EDUCATION

Jan 2020 — May 2021

Bachelor of Science in Retail and Sales Management, George State University College of Business

Arlington

Bachelor of Science in Retail and Sales Management

- Relevant Coursework: Sales Management, Consumer Behavior, Sales and Marketing Fundamentals, Merchandising Management Systems, Public Relations, and Advertising.

Jan 2020 — Dec 2020

Association of Sales Professionals (NASP)

Online

Certified Professional Salesperson (CPSP)

04 SKILLS

Lead Qualification	● ● ● ● ●	Reducing Customer Acquisition Cost (CAC)	● ● ● ● ●
Product Knowledge	● ● ● ● ●		
Optimizing Monthly Recurring Revenue (MRR)	● ● ● ● ●	Increasing Customer Lifetime Value (CLV)	● ● ● ● ●

05 COURSES

Jan 2020 — Aug 2020

Certified Sales Leadership Professional (CSLP) at Sales Management Association (SMA), Online

06 ACHIEVEMENTS

- Maintained an average of 9% of add-on sales as well as a weekly customer satisfaction rate of 98%
- Outbound calls averaged at 130-180 calls daily
- Achieved sales excellence for five consecutive months in 2014, also the first employee in the company's history to be able to accomplish this.
- Responsible for 35% of the telemarketing business income
- Distributed leads to 40 sales team leaders

07 HOBBIES

Mountain Bike, Running, Swimming

