



# Nichola Burton

## Telemarketer

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### Place of birth

San Antonio

### Driving license

Full

### Skills

Lead Qualification

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Product Knowledge

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Optimizing Monthly  
Recurring Revenue (MRR)

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Reducing Customer  
Acquisition Cost (CAC)

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Increasing Customer  
Lifetime Value (CLV)

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### Hobbies

Mountain Bike, Running,  
Swimming

### Languages

English

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French

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## 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.*

## Employment History

### Telemarketer, Sports World Inc, Miami

January 2020 — May 2021

*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.

### Telemarketer, Imagine Events, Seattle

January 2012 — January 2019

*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.

## Education

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

January 2020 – May 2021

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

### **Certified Professional Salesperson (CPSP) , Association of Sales Professionals (NASP), Online**

January 2020 – December 2020

## Courses

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

January 2020 – August 2020

## 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