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SUMMARY

Early-career sales professional prepared to support inbound lead response, digital outreach, and **National Account Managers** with steady follow-through. Supervised university work built practical skill in Zoho CRM administration, lead qualification, **market research**, **cold calling**, and sales-stage management. Maintained accurate records, next-task dates, disposition notes, and audit findings across simulated pipelines. Excel analysis connected marketing sources, landing pages, inquiry types, and follow-up timing with website conversion results. Team presentations translated research into workflow improvements for marketing and operations partners. Clear telephone communication and thoughtful **problem solving** helped create useful client interactions during role-plays and outreach exercises. Eager to contribute this hands-on training, learn quickly, and help CedarPoint Clinical Solutions convert timely lead engagement into dependable sales support.

EDUCATION

Bachelor's Degree in Business Administration, Marketing

2026

Marquette University GPA: 4.0

Milwaukee, WI

Coursework: Sales prospecting, marketing analytics, customer relationship management, market research

TECHNICAL SKILLS

- **CRM Platforms:** Zoho CRM, HubSpot CRM, CRM systems
- **Microsoft Office:** Microsoft Excel, Microsoft Word, Microsoft PowerPoint
- **Sales Prospecting:** Inbound leads, cold calling, targeted outreach
- **Lead Management:** Lead qualification, sales stages, opportunity tracking
- **Market Research:** Prospect research, business directories, website research
- **CRM Data Quality:** Data validation, duplicate review, record cleanup
- **CRM Auditing:** Monthly audits, field checks, task reviews
- **Sales Communications:** Telephone outreach, client calls, email follow-up
- **Conversion Analysis:** Website conversion, funnel stages, landing pages
- **Workflow Management:** CRM workflows, automations, ownership rules
- **Reporting Tools:** Excel tracking models, pipeline reviews, PowerPoint presentations
- **Artificial Intelligence:** AI-assisted research, information summaries, manual verification

SKILLS

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|-------------------------|---------------------------|-------------------------------|------------------------|
| • Inbound lead response | • Telephone communication | • CRM data quality | • Microsoft Excel |
| • Sales prospecting | • Market research | • CRM audits | • Microsoft Word |
| • Lead qualification | • Lead management | • Workflow documentation | • Microsoft PowerPoint |
| • Cold calling | • Zoho CRM | • Website conversion analysis | |

EXPERIENCE

Junior Digital Sales Representative Practicum

September 2025 - May 2026

University Sales Lab

Milwaukee, WI

Supported supervised digital **sales** simulations covering inbound inquiries, CRM administration, prospect qualification, telephone outreach, audits, and handoffs. Work helped student account teams review cleaner pipeline data and practice timely client follow-up.

- Qualified simulated inbound inquiries with Zoho scripts, routing opportunities within a 24-hour service standard.
- Maintained **Zoho CRM** stages and task dates, strengthening weekly pipeline review accuracy for account simulations.
- Practiced telephone outreach with small-business prospects, recording objections for instructor feedback and message refinement.
- Segmented prospects in Excel by industry and buying signals, guiding a targeted class outreach plan.
- Audited 140 CRM records monthly, correcting duplicate contacts, missing fields, and stale follow-up tasks.
- Presented handoff recommendations to four peers, simplifying ownership rules for account-management simulations.

Digital Sales Representative Capstone Analyst

January 2026 - May 2026

Marketing Analytics Capstone Project

Milwaukee, WI

Analyzed simulated healthcare-services demand through funnel reporting, prospect research, CRM imports, follow-up testing, and presentation development. Findings gave faculty and sales reviewers practical direction for improving **lead management** and conversion activity.

- Evaluated 1,200 website sessions in Excel, clarifying funnel stages for inbound lead conversion analysis.
- Built source and landing-page tracking, connecting inquiry type with qualification results and follow-up timing.

- Researched 42 regional organizations, preparing prospect profiles and outreach angles for a targeted campaign.
- Standardized Zoho import fields with validation checks, reducing inconsistent entries during final team demonstration.
- Tested phone and email follow-up sequences, documenting objections and recommended next actions for review.
- Presented conversion findings in PowerPoint, linking **market research** with **operational improvement** recommendations.

Sales Support and CRM Project Assistant

September 2024 - December 2025

Student Innovation Lab

Milwaukee, WI

Contributed to a supervised student team building event lead registration and follow-up workflows. Supported data cleanup, process documentation, AI-assisted research review, and client-call simulations that improved project readiness and team coordination.

- Mapped partner event registrations from web forms into CRM records, clarifying status and ownership handoffs.
- Cleaned 310 Excel contact records, flagging duplicate accounts and incomplete telephone information for team review.
- Prepared Word call guides and process documents, giving peers consistent material for outreach simulations.
- Built PowerPoint demonstration materials, helping faculty assess lead registration workflow decisions and follow-up reminders.
- Used AI-assisted research under supervision, manually verifying market findings before adding them to project briefs.
- Practiced client-call etiquette through recorded simulations, earning strong feedback for concise **communication** and **problem solving**.

PROJECTS

Partner Event Lead Registration Workflow 📅 2025

Created a supervised registration workflow connecting web forms, CRM ownership rules, status definitions, and follow-up reminders for partner events.

Healthcare Website Conversion Analysis 📅 2026

Reviewed simulated healthcare website sessions and funnel stages, then presented practical recommendations for lead qualification, follow-up, and conversion.

LEADERSHIP & AWARDS

- Marketing Analytics Capstone Presentation Award, Marquette University, 2026
- Dean's List, Marquette University, Fall 2024 and Spring 2025
- College of Business Academic Scholarship, Marquette University, 2024 - 2026

CERTIFICATIONS

- Microsoft Office Specialist: Excel Associate 📅 2025
- Zoho CRM Fundamentals Coursework 📅 2026
- HubSpot Academy: Inbound Sales 📅 2026

PROFESSIONAL AFFILIATIONS

- Student Sales Lab Peer Coach, Marquette University, 2025 - 2026
- American Marketing Association Student Chapter, Outreach Committee, 2024 - 2026
- Marquette Business Case Competition Participant, 2025

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST