

NICHOLAS ROJAS

JUNIOR DIGITAL SALES REPRESENTATIVE

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STRENGTHS

- 🕒 **Timely lead response**
During sales lab work, followed response scripts within 24 hours and kept handoffs clear; instructors trusted follow-through.
- 📋 **CRM data stewardship**
Monthly audits revealed duplicate contacts and stale tasks. Corrections gave peers cleaner records for useful pipeline reviews.
- 🔍 **Practical market research**
Research on regional organizations became specific outreach angles. That small shift made campaign planning feel more focused.
- 🗣️ **Clear client communication**
Phone simulations called for active listening and concise replies. Feedback showed calm communication helped uncover useful needs.
- 👥 **Collaborative problem solving**
When workflow handoffs felt unclear, mapped ownership and status points with peers; team adopted simpler project guidance.

SKILLS

Inbound lead response
Sales prospecting
Lead qualification Cold calling
Telephone communication
Market research
Lead management Zoho CRM
CRM data quality CRM audits
Workflow documentation

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

Marquette University 🎓 GPA: 4.0 📅 2026 📍 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

EXPERIENCE

Junior Digital Sales Representative Practicum

University Sales Lab 📅 September 2025 - May 2026 📍 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.

Website conversion analysis

Microsoft Excel Microsoft Word

Microsoft PowerPoint

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Junior Digital Sales Representative Practicum at University Sales Lab (8 Months)

● Digital Sales Representative Capstone Analyst at Marketing Analytics Capstone Project (4 Months)

● Sales Support and CRM Project Assistant at Student Innovation Lab (1.2 Years)

- 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

Marketing Analytics Capstone Project 📅 January 2026 - May 2026 📍 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

Student Innovation Lab 📅 September 2024 - December 2025 📍 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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST