

STRENGTHS

-  **Prospecting discipline**  
Built repeatable outreach plans for cold calls and canvassing. Early practice showed how steady activity keeps territory work moving.
-  **Customer discovery**  
Used active listening in business mobile simulations. A better question often revealed a clearer need and a stronger next step.
-  **CRM follow up**  
Recorded opportunity stages and actions in Salesforce practice. Clean notes became a dependable reference during team reviews.
-  **Peer coaching**  
Coached classmates through retail conversations and referral scenarios. Informal feedback helped peers speak with more confidence.
-  **Field adaptability**  
Practiced retail, on site, evening, and weekend scenarios. Varied settings built comfort with changing customer needs.

SKILLS

- SMB Mobile Sales

Cold Calling
- Canvassing

Customer Referrals
- Partner Outreach

Salesforce
- Sales Reporting

Retail Coaching
- Territory Planning
- Consultative Discovery
- Customer Experience
- Lead Follow Up

Communication
- Analysis

Documentation

SUMMARY

Early career sales candidate pursuing a Retail to Business Account Executive role, supported by supervised university work in **SMB mobile sales**, territory planning, prospecting, and retail lead development. Built practical experience through **cold calling**, canvassing, referrals, partner outreach, consultative discovery, and business customer research. Used Salesforce fundamentals for follow up, opportunity organization, reporting, and clear next steps. Practiced selling in retail and **on site settings**, coaching peers through customer conversations, and protecting a positive customer experience. Academic projects strengthened communication, judgment, documentation, and shared goal management. Comfortable with **field activity**, nights, weekends, variable schedules, and high activity sales environments. Ready to contribute consistent prospecting, accurate reporting, and thoughtful customer conversations that help Harborline Business Communications grow its SMB mobile business.

EDUCATION

**Bachelor of Science in Marketing**

University of Florida  GPA: 0  2027  Gainesville, FL

*Coursework: Sales management, consumer behavior, marketing research, business communication*

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, opportunity records, follow up workflows
- **Sales Prospecting:** Cold calling, canvassing, customer referrals
- **Mobile Sales:** SMB mobile plans, business lines, installed leads
- **Retail Sales:** Retail selling, on site selling, customer discovery
- **Sales Reporting:** Activity reports, pipeline notes, goal tracking
- **Territory Planning:** Territory mapping, prospect research, field routing
- **Customer Engagement:** Active listening, consultative discovery, needs analysis
- **Partner Outreach:** Partner relationships, referral outreach, lead sharing
- **Retail Coaching:** Peer coaching, sales scripts, role play reviews
- **Communication Tools:** Email, phone calls, structured documentation

EXPERIENCE

- SMB Sales Territory Project**

University Project  January 2026 - Present  Gainesville, FL

Supported a supervised territory planning project focused on SMB mobile prospecting, **field activity**, lead follow up, Salesforce practice, and shared sales goals. Organized research and customer scenarios for review. Built confidence through repeated outreach exercises, structured reporting, and peer feedback.

  - Mapped local SMB prospects through customer research and territory planning exercises.
  - Practiced **cold calling** scripts and refined discovery questions through supervised peer reviews.
  - Recorded opportunity stages and **follow up** actions using **Salesforce** fundamentals.
  - Compared retail and on site conversations to improve **customer experience** consistency.
  - Prepared concise sales reports for shared review and next step decisions.
  - Coordinated referral and partner outreach scenarios before scheduled project milestones.
- Retail Business Sales Simulation**

Capstone Project  August 2025 - December 2025  Gainesville, FL

Completed a supervised capstone simulation covering retail selling, business mobile solutions, installed lead handling, employee coaching, **customer referrals**, and **sales reporting**. Shifted from classroom concepts into practical customer conversations and learned how steady activity supports reliable outcomes.

  - Presented business mobile recommendations during supervised retail customer simulations.

LANGUAGES



MY CAREER



- SMB Sales Territory Project at University Project (8 Months)
- Retail Business Sales Simulation at Capstone Project (4 Months)
- Sales Prospecting Lab at Academic Research (4 Months)

- Converted customer needs into concise discovery notes and **follow up** plans.
- Coached student teammates through opening questions and referral conversations.
- Used structured reporting to review lead quality and opportunity readiness.
- Handled schedule changes during evening and weekend simulation exercises.
- Documented customer concerns and routed unresolved issues for team review.

Sales Prospecting Lab

Academic Research 📅 January 2025 - May 2025 📍 Gainesville, FL

Conducted supervised prospecting research focused on SMB customer profiles, cold outreach, canvassing, referrals, **partner relationships**, and concise sales documentation. Early practice created a useful foundation for field selling, active listening, and organized opportunity management.

- Researched SMB profiles and identified likely needs across local business segments.
- Built **cold calling** and **canvassing** practice plans with faculty feedback.
- Tested referral messages and partner outreach approaches in classroom scenarios.
- Summarized customer responses in clear notes for later opportunity **follow up**.
- Reviewed sales activity reports and corrected missing documentation before submission.
- Presented prospecting findings during structured team discussions and review sessions.

PROJECTS

SMB Mobile Territory Playbook 📅 2026

Small businesses often reveal buying signals in ordinary conversations. Created a supervised playbook connecting territory research, cold calling, canvassing, referrals, Salesforce follow up, and customer experience practices.

Retail Lead Coaching Clinic 📅 2025

A retail interaction can become a business opportunity when questions are purposeful. Built a classroom clinic for coaching peers on discovery, partner referrals, lead notes, and business mobile conversations.

LEADERSHIP & AWARDS

- Dean's List recognition, Fall 2025, awarded for sustained academic performance.
- Academic Project Recognition, 2026, received for practical sales project contribution.
- Peer workshop coordinator, 2025 to 2026, organized student practice sessions and feedback.

CERTIFICATIONS

- Salesforce Fundamentals Training 📅 2026
- SMB Mobile Sales Training 📅 2026

PROFESSIONAL AFFILIATIONS

- University of Florida marketing student community participant.
- Campus mentoring volunteer, 2026, supporting peer learning and confidence.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST