

Selena Cortez

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A Senior Sales Professional with 10+ years of medical sales experience, specializing in strategic selling, territory management, account management, and consultative sales. A strong history of leading high-performance sales teams to grow territories and achieve revenue goals. Adept at driving pipeline development and improving penetration across untapped markets.

Education

**Bachelor of Arts (B.A.)
Marketing**
University of Syracuse,
Syracuse, NY
September 2007 - May 2011

Key Skills

- Medical Device Sales
- Strategic Selling
- Account Management
- Territory Management
- Pipeline Development

Certifications

- Salesforce Certification, Udemy, 2012

Professional Experience

Sales Manager
Medical Solutions Inc., New York, NY | May 2016 – Present

- Manage a team of 20+ inside and outside sales representatives generating sales for a \$3M territory, oversee lead generation and pipeline development efforts, and supported representatives during sales consultations with high-value accounts
- Lead initiatives to improve territory growth and enhance sales performance, resulting in a 30% increase in conversions and over \$600K in new business for 2020
- Fielded escalated issues for large client accounts valued at up to \$700K and maintained relationships by providing solutions and products to meet customer business needs

Outside Sales Representative
Brooklyn Medical, New York, NY | May 2011 – May 2016

- Closed over \$350K in sales per year for a medical device company, achieved 140% of quota in 2016, and earned a ranking within the top 5% out of 150+ representatives
- Led consultative sales meetings with hospitals, medical centers, and doctors' offices, educated potential customers on company products, and upsold medical equipment