

Joanna Varela

Sales Representative

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About

Results-driven sales professional with a Bachelor's degree in Business Administration. Proven success in inside sales and sales internship roles at leading companies. Skilled in building relationships, driving revenue growth, and exceeding sales targets.

Experience

Inside Sales Representative · Carnival Cruise Line · Miami, FL, USA Jul '23 - Present

- Generated 50+ leads per week through cold calling and email campaigns
- Generated \$50,000 in new sales revenue through successful cold calling campaigns.
- Increased quote accuracy by 15% through careful review and analysis of customer requirements.
- Consistently exceeded monthly upselling and cross-selling targets by 25%

Sales Internship, SMB Team · Microsoft · Seattle, WA, USA Jan '23 - Apr '23

- Received positive feedback from clients for the clarity and effectiveness of sales presentations, leading to improved customer satisfaction
- Collaborated with the sales team to create customized proposals for key accounts
- Assisted in the preparation of sales presentations and proposals, resulting in a 20% increase in the win rate.

Education

University of Florida | Bachelor's Degree Grad May '23

Bachelor's Degree Business Administration & Management, · Grade: 3.8

Relevant Coursework: Advanced Data Analysis, Business Statistics, Economics of Strategy, Financial Accounting, Management Information Systems, Project Management

Projects

Sales Strategy Team Project · Define a sales strategy for a SaaS business

Define a sales strategy for a SaaS business with our Sales Strategy Team Project, ensuring increased revenue and customer acquisition.

- Conducted market research to identify key customer pain points and incorporated them into the value proposition, leading to a 10% increase in customer retention
- Developed a data-driven approach to segment customers based on their needs and preferences