





# STEELE HASTINGS

## SALES MANAGER

### CONTACT

shastings@email.com   
(123) 456-7890   
New York, NY   
[LinkedIn](#) 

### EDUCATION

Bachelor of Arts  
Marketing  
University of Pittsburgh  
2010 - 2014  
Pittsburgh, PA

### SKILLS

Enterprise software  
Business processes  
Detail-oriented  
Multi-tasking  
Organized  
Bilingual (Spanish)  
Data analysis  
Salesforce

### CAREER OBJECTIVE

High-energy and seasoned sales manager focused on improving performance through rigorous data analysis. Through 1:1 coaching and introducing new tools, I have generated \$1M+ in incremental sales. Eager to bring this energy to TopView Sightseeing where my ability to leverage data will positively impact team and individual sales.

### WORK EXPERIENCE

#### Sales Manager

Cornership

January 2018 - current / New York, NY

- Developed reporting infrastructure for sales KPIs, resulting in a 23% improvement in customer conversion rate
- Increased qualified leads by 16% by building tools to identify prospective customers who were most likely to convert
- Implemented and expanded the use of Salesforce, which saved over 15 hours of manual reporting time by sales staff each week
- Identified gaps in the sales funnel, and actively monitored KPIs, commission incentives, and sales team, mentoring sales reps daily

#### Sales Representative

Cornership

February 2016 - January 2018 / New York, NY

- Built out lead generation engine through LinkedIn and cold email, resulting in 35% YoY increases in revenue
- Developed procedures for on-boarding new customers, which resulted in a 13% improvement in product adoption rate
- Worked closely with services team to meet customer expectations, resulting in an annual retention rate of 87%, exceeding target goals
- Led a team of 2 sales reps, providing weekly coaching and feedback

#### Sales Representative

Pella Windows

April 2014 - February 2016 / New York, NY

- Exceeded sales targets in 6/7 quarters by exhibiting compassion for the customer and their problems
- Regularly conducted face-to-face meetings with executives at medium-size business to improve lead generation by 14%
- Achieved customer satisfaction ratings of 4.7/5, which beat target estimates by over 30% during tenure
- Totaled \$550,000+ in revenue from product interest at events