





EMMA WHITE

Regional Sales Manager

CONTACT

e.white@email.com 
(123) 456-7890 
San Jose, CA 
[LinkedIn](#) 

EDUCATION

Bachelor of Arts
Business Administration
University of California,
Berkeley
2008 - 2012
Berkeley, CA

SKILLS

HubSpot CRM
bpm'online
Microsoft Power BI
Microsoft Teams
Highspot
Pipeliner CRM
Adobe Sign
LinkedIn Sales Navigator
Anaplan
Buffer

WORK EXPERIENCE

Regional Sales Manager

Cisco Systems

2018 - current / San Jose, CA

- **Spearheaded a \$4.2 million increase in regional sales revenue** within the first year by implementing data-driven strategies and optimizing the sales funnel.
- Cut operational costs by \$1.2 million by streamlining sales processes and improving resource allocation, resulting in a significant boost to profitability.
- Effectively utilized HubSpot CRM to segment the customer base, resulting in a 24% improvement in customer retention and satisfaction rates.
- Leveraged Microsoft Power BI to analyze sales data and market trends, providing actionable insights that led to a 14% increase in the accuracy of sales forecasts.

Sales Manager

Adobe Inc.

2015 - 2018 / San Jose, CA

- **Reduced customer churn by 18%** through proactive account management and customer retention initiatives.
- Utilized Pipeliner CRM to track and analyze sales data, resulting in a 27% improvement in sales forecasting accuracy.
- Introduced weekly sales coaching sessions, leading to a 12% increase in the team's closing rate.
- Implemented Highspot sales enablement platform, resulting in a 13% improvement in content engagement and sales readiness.

Sales Development Representative

HPE

2013 - 2015 / San Jose, CA

- Demonstrated proficiency in Salesforce CRM, effectively managing and updating 500+ leads in the database while maintaining data accuracy.
- Managed and scheduled social media content using Buffer, resulting in a 12% more inbound leads from social platforms.
- Achieved a 26% increase in qualified leads generation within the first quarter, **resulting in an additional \$251K in potential revenue.**
- Used LinkedIn Sales Navigator to identify and connect with key decision-makers, leading to a 33% higher response rate compared to traditional outreach methods.