# Yuna Hernández

*Global Account Manager*

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| **Profile**  Results-driven Global Account Manager with 17+ years of progressive experience in B2B sales within the telecommunications and high-speed internet services industry, specializing in IP transit, carrier/wholesale, colocation, and network solutions. Acclaimed “hunter” with a proven track record of exceeding multi-million dollar quotas, cultivating C-level relationships, and closing complex sales in hyper-competitive Tier 1 ISP markets. Expert in consultative, solutions-based selling and leveraging extensive knowledge of global network infrastructure to identify, qualify, and secure new business opportunities with enterprise, carrier, and netcentric clients. Recognized for strategic acumen, leadership in driving cross-functional teams, and passion for delivering superior customer value.  **Skills**  B2B Direct Sales (Hunter Role), Prospecting & Lead Generation, Account Management & Upselling, IP Transit & Ethernet Services, Carrier/Wholesale & Colocation Sales, High-Value Negotiation, C-Level Relationship Building, RFP / Proposal Development, Strategic Market Penetration, CRM Systems, Sales Forecasting & Pipeline Management, Customer Presentations & Demos, Competitive Analysis, Data Center Solutions, Team Leadership & Mentorship, Revenue Target Achievement, Contract Review & Compliance, Solution Selling, Strategic Partnerships, Onsite/Remote Customer Engagement, Microsoft Office Suite, Network Service Architecture, Cross-Cultural Communication, Client Retention & Expansion, Performance Metrics Reporting  **Languages**  English — Native  Spanish — Professional Working Proficiency  **Awards**  President’s Club Winner, AtlasNet Communications | 2022-12  AtlasNet Communications  President’s Club Winner, AtlasNet Communications (2022, 2023): Achieved 134% and 128% of annual quota, ranking in top 5% of salesforce.  LATAM Market Entry Lead | 2021-01  AtlasNet Communications  Spearheaded AtlasNet’s entry into the LATAM market, resulting in $2.8M in first-year revenue and five new anchor carrier accounts.  Sales Cycle Optimization | 2022-01  AtlasNet Communications  Reduced average sales cycle duration by 25% through process optimization, cross-team collaboration, and tailored customer presentations.  Largest New-Logo Account Closed | 2021-01  AtlasNet Communications  Closed and onboarded the largest single new-logo account in AtlasNet history: $3.1M multi-year deal with a global SaaS provider (2021).  **Certifications**  MEF Carrier Ethernet Certified Professional (MEF-CECP) | 2018-01-01  Metro Ethernet Forum  Certified Sales Professional (CSP) | 2013-01-01  NASP  Microsoft Office Specialist: Excel & PowerPoint | 2016-01-01  Microsoft  **Interests**  Global travel  Urban cycling  Contemporary jazz piano  Data privacy advocacy | **Experience**  **Global Account Manager at AtlasNet Communications, Inc.**  Aug 2020 – Present  Lead new business acquisition and strategic account growth in US and LATAM markets, managing a $24M annual sales pipeline for IP transit, Ethernet transport, and colocation products for carrier/wholesale and enterprise clients. Consistently exceeded annual quotas by 18–34%; delivered $7.8M in net-new business (FY22) by leveraging rigorous prospecting, direct client outreach, and consultative solution selling. Developed and maintained relationships with over 40 C-level executives; closed partnerships with three leading global content providers and two international carriers. Conducted in-person and virtual customer meetings, tailoring technical presentations to business needs and market conditions, resulting in a 25% sales cycle reduction. Collaborated with Sales Engineering and Network Operations on custom solutions and seamless service implementation; championed process improvements that increased onboarding efficiency by 14%.   * Lead new business acquisition and strategic account growth in US and LATAM markets, managing a $24M annual sales pipeline for IP transit, Ethernet transport, and colocation products for carrier/wholesale and enterprise clients. * Consistently exceeded annual quotas by 18–34%; delivered $7.8M in net-new business (FY22) by leveraging rigorous prospecting, direct client outreach, and consultative solution selling. * Developed and maintained relationships with over 40 C-level executives; closed partnerships with three leading global content providers and two international carriers. * Conducted in-person and virtual customer meetings, tailoring technical presentations to business needs and market conditions, resulting in a 25% sales cycle reduction. * Collaborated with Sales Engineering and Network Operations on custom solutions and seamless service implementation; championed process improvements that increased onboarding efficiency by 14%.   **Senior Account Executive at AtlasNet Communications, Inc.**  Aug 2017 – Aug 2020  Achieved three consecutive years of quota attainment (avg. 123%) by identifying high-potential verticals (netcentric/digital media, SaaS, gaming) and refining targeting strategies. Mentored four new hires as part of a company-wide sales enablement initiative; developed onboarding materials and shadowing programs, reducing new rep ramp time by 20%. Orchestrated large-scale proposals and managed high-stakes negotiations with US and international carriers, culminating in $5.2M incremental revenue (2018–2019).   * Achieved three consecutive years of quota attainment (avg. 123%) by identifying high-potential verticals (netcentric/digital media, SaaS, gaming) and refining targeting strategies. * Mentored four new hires as part of a company-wide sales enablement initiative; developed onboarding materials and shadowing programs, reducing new rep ramp time by 20%. * Orchestrated large-scale proposals and managed high-stakes negotiations with US and international carriers, culminating in $5.2M incremental revenue (2018–2019).   **Account Executive at AtlasNet Communications, Inc.**  Aug 2015 – Aug 2017  Tasked with “greenfield” territory development, built a robust lead pipeline from scratch and generated $2.1M in first 18 months through cold-calling, outbound email, onsite visits, and industry events. Maintained meticulous account notes, updated CRM data, and provided actionable feedback on technology trends to product teams, informing roadmap decisions.   * Tasked with “greenfield” territory development, built a robust lead pipeline from scratch and generated $2.1M in first 18 months through cold-calling, outbound email, onsite visits, and industry events. * Maintained meticulous account notes, updated CRM data, and provided actionable feedback on technology trends to product teams, informing roadmap decisions.   **Senior Business Development Manager at SkyPath Networks Solutions**  Jan 2012 – Aug 2014  Promoted after exceeding FY12 target by 167%. Managed strategic accounts in hospitality, healthcare, and cloud services sectors. Identified, qualified, and closed key deals with two Fortune 500 corporate campuses and three regional data centers. Drove internal cross-functional teams to launch new Layer 2/3 service offerings; facilitated pilot programs that secured $1.8M in annualized revenues.   * Promoted after exceeding FY12 target by 167%. Managed strategic accounts in hospitality, healthcare, and cloud services sectors. * Identified, qualified, and closed key deals with two Fortune 500 corporate campuses and three regional data centers. * Drove internal cross-functional teams to launch new Layer 2/3 service offerings; facilitated pilot programs that secured $1.8M in annualized revenues.   **Account Manager at SkyPath Networks Solutions**  Jan 2010 – Jan 2012  Built and maintained an enterprise portfolio of 160+ customers; achieved consistent annual renewal rates above 90%. Executed customer-centric upsell campaigns, growing ARPU (Average Revenue per User) by 12% through creative bundling, maximizing network monetization.   * Built and maintained an enterprise portfolio of 160+ customers; achieved consistent annual renewal rates above 90%. * Executed customer-centric upsell campaigns, growing ARPU (Average Revenue per User) by 12% through creative bundling, maximizing network monetization.   **Sales Executive – Carrier & Wholesale at Transtelcom International**  May 2007 – Dec 2009  Responsible for hunting and closing new business in the western US market, specializing in carrier-neutral hotels and major colocation facilities. Delivered $4M in new bookings over two years by prospecting, cold-calling, and establishing relationships with decision makers at national ISPs and global carriers.   * Responsible for hunting and closing new business in the western US market, specializing in carrier-neutral hotels and major colocation facilities. * Delivered $4M in new bookings over two years by prospecting, cold-calling, and establishing relationships with decision makers at national ISPs and global carriers.   **Sales Support Representative at Transtelcom International**  May 2006 – May 2007  Supported senior sales staff with market research, lead qualification, proposal drafting, and CRM management.   * Supported senior sales staff with market research, lead qualification, proposal drafting, and CRM management.   **Education & Training**  **Bachelor of Science, Business Administration**  University of Texas at Austin  Aug 2002 – May 2006  **Professional Development, Consultative and Influential Selling**  Sandler Training  Jan 2021 – Dec 2021  **Professional Development, Advanced B2B Negotiation**  American Management Association  Jan 2018 – Dec 2018  **Projects**  **Family Leave**  Sep 2014 – Jul 2015  Took an 11-month personal leave to support family relocation and health needs. Proactively maintained industry certifications and attended the INCOMPAS Show and NANOG 64 events.   * Took an 11-month personal leave to support family relocation and health needs. * Proactively maintained industry certifications and attended the INCOMPAS Show and NANOG 64 events.   **References**  Available upon request. |