# Refael Molina

*Sales and Customer Service Professional*

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*Layout style: hybrid*

## Summary

Motivated sales and customer service professional with over 10 years’ experience in retail and business environments, including inside sales, customer onboarding, and basic account support. Demonstrated success in fostering customer loyalty, uncovering upsell opportunities, and consistently meeting sales goals in fast-paced settings. Experienced collaborating with business customers and providing product information in the technology and retail sectors. Brings adaptable communication skills, consultative selling approach, and readiness to transition into the B2B telecom space. Eager to expand on existing sales skills in a dynamic, growth-focused company.

## Experience

### Business Services Sales Assistant at Office Central Supplies

01 Mar 2019 – Present

Supported business clients ranging from small offices to local organizations with product and small technology solution sales (hardware & SaaS partnerships).

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* Conducted outbound call campaigns to promote new product launches, increasing engagement rates by 15% over a 12-month period.
* Handled inbound inquiries from B2B customers, providing information on commercial account options, order history, and basic contract renewals.
* Processed sales contracts and coordinated with logistics teams for timely commercial customer shipments across the region.
* Maintained up-to-date client records in CRM; regularly followed up on open opportunities, resulting in 25% increase in customer quote follow-through.
* Collaborated with field sales and tech leads to schedule in-person demos for prospects.
* Supported local trade event marketing (booth coverage, lead collection, prompt follow-up).

### Retail Sales Associate at BestMart (Electronics & Home Goods)

01 Dec 2013 – 28 Feb 2019

Delivered high-level customer service in a retail environment, regularly surpassing individual sales targets for technology and mobile accessory departments.

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* Educated customers on connectivity options and product bundles; assisted business clients (sole proprietors, freelancers, small startups) in selecting right solutions for offices and home offices.
* Participated in store-wide outreach for B2B volume programs, contributing to a 12% year-over-year increase in local business partnerships.
* Supported onsite merchandising, in-store tech support, and provided inventory restocks as needed.
* Used in-house POS and inventory management software to process up to $20,000 in daily transactions.
* Occasionally shadowed account managers during scheduled walkthroughs with medium business clients.

### Customer Service Advisor at GreenSprout Market

01 Jun 2010 – 31 Oct 2013

Provided front-line customer support for a busy retail chain with pharmacy and technology counters (no direct pharmacy or telecom duties).

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* Recognized for outstanding customer care, being named "Team Player of the Month" twice in 2012.
* Supported daily operations including order handling, refund processing, basic schedule coordination, and store opening/closing procedures.
* Promoted store loyalty programs and managed special order requests, consistently achieving 90%+ customer satisfaction scores in post-visit surveys.

### Personal relocation and preparation for transition to electronics/technology retail. at Career Gap

01 Oct 2013 – 01 Dec 2013

Personal relocation and preparation for transition to electronics/technology retail.

* Personal relocation and preparation for transition to electronics/technology retail.

## Education & Training

### Bachelor of Arts, Business Administration

University of Washington

– 01 Jun 2010

### Online Course, Networking Concepts

Coursera

– 01 Jan 2023

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| **Skills**  Customer Relationship Management, Inside Sales & Upselling, Cold Calling & Email Outreach, Business Development Support, Customer Onboarding & Retention, Point of Sale (POS) Systems, Account Maintenance, Inventory Management, Territory Coordination, Microsoft Office Suite, Google Workspace, Communication, Active Listening & Needs Assessment, Team Collaboration, Time Management & Multitasking, Data Entry & Record Keeping, Conflict Resolution, Order Processing, Basic Lead Research, Adaptability, Cross-Selling, Product Presentations, Bilingual  **Languages**  English — Proficient  Spanish — Conversational  **Certifications**  CompTIA IT Fundamentals (ITF+) | 2024-08-01  CompTIA  Salesforce CRM Essentials Workshop | 2022-01-01  **Awards**  Team Player of the Month | 2012-01-01  GreenSprout Market  Recognized for outstanding customer care, being named "Team Player of the Month" twice in 2012.  Sales Performer of the Quarter  BestMart  Achieved “Sales Performer of the Quarter” distinction twice at BestMart, ranking in the top 10% of associates in tech and connectivity products. | **Projects**  **Business Segment Email Campaigns**  01 Jan 2020 – 31 Dec 2021  Supported business segment email campaigns that drove a 15% rise in engagement rates at Office Central Supplies (2020–2021).   * Supported business segment email campaigns that drove a 15% rise in engagement rates at Office Central Supplies (2020–2021).   **Regional B2B Customer Demo Event**  Assisted in coordinating first regional B2B customer demo event at Office Central, resulting in 10 signed commercial contracts within six months.   * Assisted in coordinating first regional B2B customer demo event at Office Central, resulting in 10 signed commercial contracts within six months.   **Interests**  Cycling  Local music  New technology research  Travel  **References**  Available upon request. |