

JENNIFER CERVERA

111 Somewhere St. ~ Coral Gables, FL 33134

Phone: (904) 123-4567

Email: JCervera@gmail.com

~ CORPORATE SALES EXECUTIVE ~

Enthusiastic, adaptive and client-focused professional seeking a position in sales utilizing my strong experiences in consultative product and service sales, business development and client services. Experienced in implementing a wide range of sales, marketing and business development strategies designed to increase revenue, develop accounts, and drive the growth of market presence and profitability. Proficient in multi-tasking in fast-paced environments demanding strong organizational, analytical, leadership, and interpersonal skills. Conversational in Spanish.

- **Account Management**
- **Foreign Exchange**
- **Market Expansion**
- **Consultative Sales**
- **Communications & PR**
- **Marketing & Advertising**
- **Financial Trading**
- **Business Development**
- **Client Services**

EDUCATION

BACHELOR OF SCIENCE ~ COMMUNICATIONS (2007)

EMPHASIS: PUBLIC RELATIONS

University of North Florida

Public Relations	Crisis Communication	Administrative Management
Mass Communication Research	Law & Ethics in Communication	Macro/Microeconomics
Advanced Writing for the Media	Financial Management	Financial/Managerial Accounting
Public Relations Writing	Computer Applications for Business	Elementary Statistics for Business

Computer Literacy: Proficient in the use of various software applications including Microsoft Office (Word, Excel, PowerPoint, Outlook) and Internet Explorer.

PROFESSIONAL EXPERIENCE

Apple One

Coral Gables, FL

2004 - Present

Company offering a comprehensive range of international payment and foreign exchange services, including foreign currency drafts, wire transfers, risk management tools, and designated corporate account managers.

CORPORATE ACCOUNT EXECUTIVE

Independently identify and pursue new business opportunities through prospecting, market analysis, and networking. Employ a consultative sales approach customized to the specific needs and concerns of prospective clients through extensive telephone communications, written correspondence and strategic presentations.

- Manage and oversee the cultivation and building of account portfolio.
- Execute the solicitation, pricing, and implementation of orders on behalf of the client.
- Oversee the development of hedging strategies, monitor the FX market, and sell various products, including forward contracts, standing orders and spot transactions.
- Negotiate and lead in all aspects of sales via cold calling and client presentations.
- Drove a substantial increase in sales from \$7M in 2004 to over \$18M in 2011.
- Developed and implemented customer service policies, procedures and sale manuals to provide streamlined operations and consistency.

Mercantile Group

Miami, FL

1999 - 2004

Company providing global payment solutions to companies with an international presence.

BUSINESS DEVELOPMENT EXECUTIVE

Identified, researched, and developed relationships with financial decision makers in order to drive sales.

- Source, generate and qualify leads for potential new business through a variety of channels, including cold-calling and referrals; deliver strategic sales presentations and close new business appointments.
- Oversee and monitor foreign currency payments for universities, large international corporations, and other financial institutions.
- Collaborate extensively with and provide support to a business development manager and an in-house trader.
- Successfully achieve monthly and quarterly new business targets.