JAMES CARTER

SENIOR SALES REPRESENTATIVE

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SUMMARY

Results-driven sales professional with over 5 years of experience in B2B and B2C environments. Consistently exceeded revenue targets by 20%+ through strategic account management and consultative selling. Skilled in building long-term client relationships and driving pipeline growth.

EXPERIENCE

SENIOR SALES REPRESENTATIVE

2022 - Present

NexGen Solutions

- Exceeded annual quota by 30% for three consecutive years, generating $2.5M in new revenue.
- Developed and executed strategic account plans for 50+ key accounts, resulting in 95% retention rate.
- Led cross-functional team to launch new product line, achieving $500K in sales within first quarter.
- Implemented CRM automation that reduced lead response time by 40% and increased conversion by 15%.
- Trained and mentored 4 junior sales reps, improving team performance by 25%.

SALES ASSOCIATE

2019 - 2022

Quantum Retail

- Consistently ranked top 10% of sales associates, exceeding monthly targets by an average of 15%.
- Managed high-volume sales floor, handling up to 50 customer interactions daily with 90% satisfaction rating.
- Identified upsell and cross-sell opportunities, increasing average transaction value by 18%.
- Collaborated with marketing to optimise in-store promotions, driving 20% lift in seasonal sales.

INSIDE SALES REPRESENTATIVE

2018 - 2019

Brightline Media

- Booked 12 qualified meetings a month from cold outreach, 20% above the team target.
- Closed $310K in first-year advertising contracts across 40 small-business accounts.
- Rebuilt the outbound email sequence, lifting reply rates from 4% to 9%.

SKILLS

Core Sales Skills: Cold Calling, Lead Generation, Account Management, Negotiation, Prospecting, Closing
Tools: Salesforce, HubSpot, LinkedIn Sales Navigator, Gong, Outreach, Excel

EDUCATION

Bachelor of Business (Marketing)

University of Technology Sydney

2018