

# CARLOS D. RAMIREZ

## Territory Sales Manager

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Phoenix, AZ 

### PROFESSIONAL SUMMARY

Results-oriented territory sales manager with experience covering multi-state regions in the consumer goods sector. Proven ability to lead teams, expand markets, and drive consistent revenue increases.

*Open to relocation within the Western United States for career advancement*

### EDUCATION

#### Bachelor of Business Management

Arizona State University | Tempe, AZ | 2015

#### Certifications

- Certified Professional Sales Leader (CPSL), 2023
- Retail Sales Analytics Certificate, 2022

### SKILLS

- Regional account development **Expert**
- Team leadership and coaching **Expert**
- Retail distribution strategy **Expert**
- Sales reporting and territory planning **Expert**
- Relationship-building and client retention **Expert**
- Trade show and vendor event management **Expert**
- Inventory and supply coordination **Expert**
- POS and merchandising systems **Expert**
- Contract negotiations **Expert**

### LANGUAGES

- Fluent in English and Spanish

### EXPERIENCE

2021 - Now

#### Territory Sales Manager

##### Southwest Beverage Distributors / Phoenix, AZ

- Direct a sales team of six representatives covering Arizona and New Mexico, managing over 300 retail accounts and generating more than \$9 million in annual sales.
- Increase regional market share by 18% over two years through strategic account development, merchandising initiatives, and effective collaboration with retail chains.
- Establish strong partnerships with key retailers to optimize product placement and execute in-store promotions, contributing to increased brand visibility and sales growth.
- Introduce a CRM tracking system that reduced missed client follow-ups by 40%, significantly improving sales team productivity and customer satisfaction.

2016 - 2020

#### Area Sales Lead

##### Rio Valley Products / Tucson, AZ

- Managed a territory comprising more than 120 accounts, driving \$1.8 million in additional revenue through strategic upselling and personalized retailer support programs.
- Developed and implemented territory plans that align with seasonal sales trends and inventory management, resulting in a substantial reduction of out-of-stock situations and improved supply chain efficiency.
- Recruited, trained, and mentored two junior sales associates, guiding them to promotions within 12 months by fostering skill development and performance excellence.
- Coordinated closely with marketing to launch quarterly campaigns that enhanced brand awareness and product demand across multiple retail locations.