

The work we did helped John Jr. (Todd) transition from retail to SaaS AND got him a promotion, too.

Here's what Todd had to say about our work:



Todd Hawes

Media and Monetization at Veritone, Inc.

Todd was Waleed's client

Waleed revamped my resume after a long, intensive consultation. He asked great questions to draw out my experience.

Most impressively, he helped me make a difficult career transition. I had not been getting much interest on my own, and Waleed's resume contained such precise language that my response rate shot up.

I ultimately got a great job in the new industry. I even ended up being able to choose between two good offers, which I didn't think would be possible.



John Hawes, Jr.



Positive: Professionalism, Quality, Responsiveness, Value

I worked with Waleed primarily and had a great experience that resulted in a new job in the field I was looking for.

I was making a transition into a high-demand field and having trouble translating my experience. In our initial informational interview, Waleed was very encouraging that my skills would transfer well. He asked me deep questions I had not thought important about my background.

The resume he then wrote employed language commonly used in the new field that I was unaware of. This made it easy for recruiters to see me as a viable candidate. The resume was also structured to work well with ATS algorithms. It was formatted in a way I thought initially was quite odd but Waleed had great explanations for his method and the results speak for themselves.

Even though I was still submitting applications blindly, my initial responses from recruiters shot up dramatically. CareerTuners also supplies robust supplemental materials on their suggested methods and they back it up with hard data.

I would highly recommend CareerTuners to anyone looking to make a change but struggling to get interest. I could not be happier with my new opportunity! Thank you to Waleed and CareerTuners!

John (Todd) Jr.'s backstory:

He had more than seven years of experience working as a sales lead and wanted to target business development representative roles in SaaS, however, his previous resume was focused on **retail**, limiting his success with positions outside his current industry.

We did three things:

- 1** Highlighted his leadership skills to establish him as a stronger independent contributor.
- 2** Removed references to retail and instead played up his ability to lead technology changes.
- 3** Played up his sales skills by weaving in keywords like quota management, business development, and customer advocacy.

Where is Todd now?

Within a few months, the client started getting multiple positive responses for Tech Sales Development Representative roles and accepted a new role immediately.

Exactly one year later, he secured promotion to a senior position.

Warning: The following pages have been saved as images in order to protect Todd's work as well as our work from being copied and indexed. As a result, uploading this exact file into an Applicant Tracking System will not work. **If you are interested in hiring Todd, please email us at contact@careertuners.com so we can forward your email to him.**

Here's the resume we made for him:

JOHN (TODD) P. HAWES, JR.

949.735.6532 | jphawesjr@gmail.com | Los Angeles, CA 90019 | [linkedin.com/in/todd-hawes-29776464](https://www.linkedin.com/in/todd-hawes-29776464)

6+ Years of Professional Sales Experience | Business Development | Sales Quota Attainment | Customer Advocate

Track record of meeting and exceeding ambitious sales goals year-over-year; maintains top performance among large sales teams by continuously building expertise on the latest sales methodologies. Escalates and eliminates customer issues and friction points to improve retention. Optimally leverages sophisticated enterprise software to drive internal process improvement.

Key Competencies: Customer Qualification, Closing the Sale, Value Proposition, Prospecting, Outbound Sales.

PROFESSIONAL EXPERIENCE

Sales Lead (**Individual Contributor** Roles), Frontline Operations Team, Recreational Equipment Inc. (REI) 01/2019 – Present
Drove consistent revenue growth and met targets by continuously mastering and adopting sales best practices. Generates \$20M annual revenue by both independently driving sales and leading a 20-member customer-facing team at this \$3B national company; resolves escalated customer issues with other departments; partners with vendors to promote products.

- Consistently ranked among top 2 sales personnel in an 80-member team; successfully sold memberships to 600 customers/year.
- Nominated for the Anderson award out of 80 staff for 6 consecutive years due to exceeding performance expectations.
- Grew conversion from 23% to 40% for the loyalty program, "REI Co-op membership" — raised team rank to the top 3 among 10 teams in the district — by undertaking the initiative to research, master, and implement sales best practices.
- Surpassed membership sales goals for 2 consecutive quarters by 11%+ and enabled staff to anticipate and prepare for customer objections by orchestrating role-play sessions; shared best practices on customer buy-in generation with the team.
- Stimulated repeat business by driving 13% membership sales growth in 2020 despite 30% reduction in leads during the COVID pandemic; dovetailed value proposition based on evolving customer profiles; escalated a wait time friction point to leadership.
- Handpicked by the Southwest Regional Director to pilot our team's innovative sales methodologies across the district; drafted sales pitches; currently refining the methodologies in partnership with the Marketing Program Manager.
- Consistently recognized by the manager for attaining outstanding customer satisfaction scores; qualified customer needs and promptly addressed complaints, including payment and service delay issues; calmed disgruntled customers.

Promoted to Sales Lead, E-Commerce & Fulfillment Team, Recreational Equipment Inc. 01/2017 – 01/2019
Exceeded KPI goal by 3% and increased fulfillment by 8.9% by revamping internal processes; guided a team of 10 associates; leveraged Salesforce.com, Excel Spreadsheets, and SAP to track KPIs.

- Met 98% of customer expectations during peak sales periods by encouraging rigorous coordination among siloed staff.
- Reduced staff error rate from 40% to 0% and eliminated a major customer pain point by undertaking the initiative to optimize returns management procedures; identified opportunities to refine associate training and performance management.
- Facilitated task prioritization by proactively mastering and leveraging underutilized SAP features and functionalities.

Sales Specialist (**Business Development Representative** Equivalent), Frontline, Recreational Equipment Inc. (REI) 03/2015 – 01/2017
Maintained a rank among top 10 sales reps in a 70-member sales force by building in-depth product expertise in collaboration with vendors; managed sales closure for 10+ customers simultaneously.

Freelance Sound Technician, Independent Musician, & **Market Research Associate**, Ipsos 03/2009 – 03/2016
Drove organic sales by fostering trust-based client relationships as a freelance sound technician; performed cold calling to land clients. Identified customer needs by conducting surveys as a market research associate.

EDUCATION & ADDITIONAL INFORMATION

Bachelor of Arts (BA) in English, Whitman College

2009

Hobbies: Produced a music record; currently publishing | Outdoor (Hiking, Mountain Biking) Fanatic

Favorite Books: SPIN Selling by Neil Rackham; The Boron Letters by Gary Halbert; Chronicles, Volume One by Bob Dylan.

And here's the resume he was using before he worked with us...



TODD HAWES

Los Angeles, CA · (949) 735-6532 · jphawesjr@gmail.com

EXPERIENCE

Recreational Equipment, Inc. (REI) - Santa Monica, CA

2015 – Present

Member-owned retail lifestyle brand specializing in outdoor gear and apparel

SALES LEAD – FRONTLINE OPERATIONS

2/2019 – Present

- Lead store in membership sales by qualifying customers, making appropriate value propositions, and overcoming objections. Fully understand the “product” of REI membership to prepare for any scenario
- Conduct regular role-play sessions with my team and other departments demonstrating these sales skills
- Developed, trained, and motivated team of 15 to grow our membership sales conversion 7% over LY, from 23% to 30%, exceeding target - highest increase in our Southwest Region for 2019-2020
- Continued to improve membership sales through 2020, up 552 units even with traffic down 30% post-COVID
- Finished 2020 above 2% elevated Q4 target of 36%
- Invited by REI's Southwest Regional Director to pilot my methods for membership sales conversion district-wide
- Will support associates and management stake-holders cross-functionally during REI's growth to a \$4B brand
- Seek continuous improvement by studying and employing sales methodologies and writing and editing scripts
- Adept at prioritizing customer satisfaction - CSAT and NPS scores remain above target
- Resolve customer-service issues immediately and keep in close contact with escalated customers to ensure a positive, seamless experience
- Set the tone for my team that customers come first

SALES LEAD – E-COMMERCE FULFILLMENT

2017 – 2/2019

- Developed and implemented procedures leading to increase in fulfillment rate of 8% over prior year, achieving 98%+ of orders fulfilled weekly, 3% over target
- Provided daily support to team of 10 associates
- Utilized Excel, SAP, and Salesforce platforms to identify opportunities to reduce inventory variance and track results
- Organized and presented fulfillment data to management weekly
- Worked cross-functionally with Frontline Operations to improve accuracy of product returns from 60% to 100%
- Prepared for and led physical inventory counts twice yearly
- Strategized cross-functionally with Asset Protection managers, reducing unexpected “shrink” 50%

SALES SPECIALIST

3/2015 – 2017

- Provide excellent customer service, train new-hires and existing associates, promote Membership sales

EDUCATION

B.A., ENGLISH · 2009 · WHITMAN COLLEGE – WALLA WALLA, WA

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