



Case Study: Sales

Our support helped Stephanie secure a job she liked with a 46.5% pay raise.

>>> Here's what she had to say about our work:



Stephanie Ang
1 review



2 weeks ago

NEW

I have been working with CareerTuners since 2020 and love their exceptional resume-writing services. I initially worked with Umema who optimized my Resume and LinkedIn and also provided immense help with interviews through multiple coaching sessions, including one with Fatemah. Their help secured me a job soon after and recently, I was compelled to come for updating my files again because of their amazing services and support. This time, Gul helped me update my files and optimize them again for my target roles. I secured multiple interviews and a very competitive offer within a month despite the challenging market conditions! I highly recommend CareerTuners if you are looking to level up your job search and outreach. Gul is the best in the game!

Stephanie's backstory:

She was a sales representative at a small company but aimed to join larger ones like Salesforce and Oracle. Despite many applications, her previous resume yielded no results. And the interviews she DID get via networking didn't get her offers.

Here's what we did:

- 1** Reconstructed her resume to highlight her top achievements and performance. We also optimized it for ATS.
- 2** We identified what exactly she was saying in interviews that was giving interviewers a bad impression.
- 3** We worked with her over four coaching hours to eliminate issues in the way she communicated and improved her interview brand.

Where is Stephanie now?

After the initial edit in 2016, she got a job at Oracle. Then, in 2020, our services helped her secure a job at Salesforce. We also provided coaching to improve her interview skills.

In 2023, after another collaboration with us, she received a job offer that was 46.5% higher than the Salesforce one.

Warning: The following pages have been saved as images in order to protect Stephanie'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 Stephanie, please email us at contact@careertuners.com so we can forward your email to her.**

Our services restored Stephanie's confidence following a poor experience with a different resume-writing service.

»»» Look at what she said:

Stephanie Ang <stang95768@gmail.com>

Sun, Sep 6, 2020, 9:55 PM



to me, Umema ▾

Hello Umema and Hajra,

I am so sorry for the delayed response! I did take the time to look at the documents and they are PHENOMENAL Umema. To be honest utilizing [REDACTED]'s service had scarred me and I was hesitant to utilize another resume service. The work they provided was mediocre and left me extremely upset.

Umema really took the time to dig into my work history during our call and it definitely shows in her work. Instead of writing basic sales terms on the resume/linkedin and using basic terms that all generic resumes utilize - Umema did not. she really knows her craft! She knew what to say exactly in a sales role! This made me beyond happy to have utilized Career Tuners for the second time. It's true, I love how Career Tuners choose those specifically skilled in sales to work on someone who is in a sales role resume! I knew at [REDACTED] this person never worked with sales in their life and they advertise that they have specific people dedicated to certain industries.

Thank you Umema, I've honestly tried seeing if there were a flaw or if we were missing something but honestly you nailed it! Super excited to get this out! You went above and beyond and I will definitely seek to work with you Umema once more in the future. Hands down the best experience I've come across. Thank you.

She continued to receive positive feedback on her resume and LinkedIn profile from recruiters and hiring managers:

Stephanie Ang

Thu, Jun 1, 10:36 PM



to me ▾

Hi Gul! I hope you've been well. I wanted to provide some updates on my job search. Hiring Managers and Recruiter LOVE my LinkedIn profile and they LOVE my resume! I continue to receive compliments after compliments.

All of May I've taken interviews very seriously.

Here's the resume we made for her:

STEPHANIE ANG

209.938.7102 | stang95768@gmail.com | San Francisco, CA 94116 | [LinkedIn](#)

Exceeds sales and revenue targets by offering tailor-fit products and strategizing winning sales plans to acquire enterprise accounts.

Cloud Solutions | Enterprise Account Acquisition & Management | Revenue Generation | Sales Cycle Management

- **Stellar Sales Performance:** Received Eye of the Tiger and Salesforce Rising Star award FY22 at Salesforce; attained 110% metrics and 190% pipeline generation goals for cloud-based financial services; named Compass Score MVP for exceeding quotas.
- **Value-Based Selling:** Overachieved sales goals for Q2FY18 (135%), Q3FY18 (175%), and Q4FY18 (150%) by leading vertical and horizontal sales growth at Plethora; created value propositions by aligning tailor-fit solutions with client pain points.
- **Business Development:** Generated ~\$3M by identifying and helping acquire 27+ SMB accounts at Oracle; consistently exceeded weekly targets of 300+ cold calls and used advanced sales tools to build and foster relationships with prospects.

PROFESSIONAL EXPERIENCE

Business Development Representative, Salesforce

09/2021 – Present

Served as a team lead; helped capitalize on strategic accounts and increased brand awareness for cloud-based financial products and services by engaging with 300+ prospects every month; utilized cold outreach methods, generating new business pipeline through prospecting outbound opportunities; actively collaborated with internal and external stakeholders. Developed and maintained high-performing client relationships by personalizing rapport building. Consistently achieved and exceeded quotas and goals. Recognized as the VTO Leader 2022, giving back to the community through volunteer work.

- On track to overachieve sales targets for FY23; sourced \$4M+ ACV to date in FY23. Demonstrated success with transformational and consultative selling by leveraging deep financial product knowledge.
- Significantly exceeded Q3Y22 metrics (ACVS: 1,837.94%, PGS: 173.64%, Quota/Compass Score: 127.33%) through efficient prospecting and outreach, with 90-100 messages per day leading to 24-36 meetings/month against the target of 18/month.
- Ensured goal attainment by implementing effective sales and outreach strategies while aligning with the right people; collaborated with the higher management to discuss customer engagement and communication best practices.
- Capitalized on strategic accounts for sales; supported Hunt Military enterprise account by building collaborative relationships with C-suite executives and champions; set up meetings with their key contacts, thus enabling successful conversion.
- Enabled the flow of \$900K that was stalled for months for the eXp Realty account by gaining key stakeholder relationships through personalized connections to set up meetings.
- Supported key enterprise accounts: Hunt Military, TPG, American Campus Community, eXp Realty, Digital Realty, Gusto, Sunnova, Robinhood, Prologis, Potlatch Deltic, and HealthEquity.
- Served as a Subject Matter Expert (SME) for capitalizing on LinkedIn; held enablement for the team, discussing high-performing LinkedIn strategies and best practices to help enhance their performance; coached on sales strategies and tools.

Account Executive, Ship.com Inc.

03/2020 – 08/2021

Handpicked to build a sales pipeline for an advanced shipping and digital marketing platform; won new business opportunities by leveraging referrals and spearheading a powerful outbound prospecting strategy. Ensured seamless customer onboarding by serving as a customer service specialist. Built and fostered relationships with direct sellers and enterprise accounts by offering incentives and value-adding solutions. Led sales research and planning to penetrate the e-commerce vertical.

- Attained 170% of sales quota in Q2FY20 and increased the Q1-Q2 MRR by 225% by amplifying whitespace account acquisition by 183% and existing account penetration by 131%.
- Won 6 executive enterprise accounts by prospecting C-level executives and leveraging success with external stakeholders for corporate networking; increased responses from executive-level leads by implementing a multi-pronged outreach approach.
- Increased revenue by upselling high-value subscription plans; strategically targeted potential upsells by monitoring sales activities and customer data in ActiveCampaign and Zoho; regularly followed up with clients and demonstrated service value.
- Structured the sales process by developing winning sales collateral and visualizing sales steps in a comprehensive flow chart; used advanced sales tools, such as LinkedIn Sales Navigator, ZoomInfo, and Mailshake for lead generation and email marketing.

- Increased lead conversion rates by proactively testing sales and marketing efforts to determine effectiveness; AB tested marketing assets and identified instant messaging as the most responsive communication method for direct sales leads.
- Built brand awareness by incorporating social selling into the sales funnel in collaboration with the marketing team; signed up 100% of Facebook event attendees on the starter plan by playing interactive games to nurture meaningful relationships.
- Boosted sales during the COVID-19 pandemic by ensuring accurate service representation; differentiated services from competitors by highlighting the all-in-one service model as well as offering value-added services.

Account Executive, Kelvin Inc.

04/2019 – 03/2020

Promoted to prospect new accounts and close deals with Chevron, Bonanza Creek Energy, Exxon Mobil, and Murphy Oil for AI-based data monitoring and analytics tools. Exceeded business development goals for Q2FY19 (190%), Q3FY19 (125%), and Q4FY19 (169%) by growing a B2B sales pipeline; identified good-fit prospects by performing BANT analyses. Managed partnerships with BP, Shell, and Conoco Phillips. Frequently traveled with the VP to pitch product portfolio to prospects.

- Broke into an incumbent-dominated industry by building technical credibility; established mastery of complex client operational processes and developed networks with technical stakeholders and underrepresented professionals.

Account Executive, Plethora

01/2018 – 02/2019

First to win promotions as an Account Rep and an Account Executive by consistently serving as a top performer. Closed deals with SMB and enterprise accounts by adopting a service-oriented sales approach and engaging with stakeholders at all levels; translated complex client requirements into credible demos by driving internal teams to ensure design feasibility and best-in-class product quality. Streamlined the sales process by co-leading the Salesforce CRM integration; helped hire and train 4 sales representatives.

- Landed and managed 5 logos, 3M, Eaton, BorgWarner, Boston Scientific, and ABB by deploying an effective outbound strategy.
- Penetrated an impenetrable account by building and leveraging rapport to engage decision-makers; secured individual buyers as customers and paved the way for a formal partnership by giving a compelling demo at client HQ to ~80 stakeholders.
- Grew existing accounts by leveraging prior relationships and offering incentives to expand the pool of contacts and buyers.
- Elevated sales efforts by developing effective communication strategies to target multitiered business and technical stakeholders; developed and AB-tested sales collateral for better outreach.

Sales & Business Development Representative, Oracle

06/2017 – 01/2018

Secured a place among the top 5 representatives by over-delivering on sales goals in Q1FY17 (130%), Q2FY17 (163%), and Q3FY17 (105%); supported 2 account executives by generating and qualifying leads for discovery calls; enhanced the business development process by personalizing call and email scripts and integrating success stories and analytics; held weekly strategy meetings with account executives. Retained existing customers by proactively following up for contract renewals.

PROFESSIONAL DEVELOPMENT & VOLUNTEERING

Bachelor of Arts, University of California Riverside

2017

Oracle Sales Academy Certification, Oracle

2017

Volunteer: AseraCare, Little Brothers, The Salvation Army, American Red Cross, St. Mary's Dining Room

TECHNICAL SKILLS

Key Skills: Sales Strategy Planning & Pipeline Development, Outbound Prospecting, Consultative Selling, Sales Forecasting, C-Level Communication, Team Selling Environment, Competitive Landscape Research, Sales Engagement, Cloud Financial Management.

Sales Tools & Technologies: Salesforce CRM, Outreach, Cirrus Insight, Mailshake, Zoho/Bigin, SalesLoft, LinkedIn Sales Navigator, Intercom, ZoomInfo, DiscoverOrg, D&B Hoovers, Industrial Info Resources, CAD, SolidWorks

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



Stephanie Ang

3500 Iowa Ave Apt 706 B
Riverside, CA 92507
(209) 938-7102
stephanieang1995@gmail.com
linkedin.com/in/stephanie-ang-5437ab120

EDUCATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE
Bachelor of Arts in Political Science, May 2017

Riverside, CA

STRENGTHS

- Cold Calling
- Market Research
- Direct Sales
- Email Marketing
- Customer Service

PROFESSIONAL EXPERIENCE

Sales and Marketing Intern

Mary Kay Cosmetics

Stockton, CA

June 2016 – September 2016

- Create, organize, host and advertise beauty events increasing brand awareness and daily margin sales as much as 80%
- Builds trust and forms relationships with the subsidiaries through frequent telephone, in-person and on-line contact in order to create an open line of communication
- Analyze multiple products through customer feedback on social media
- Assist in client consultations to identify skin care needs and answer questions regarding product line

Brand Ambassador

Lyft

Riverside, CA

June 2016 – Present

- Solely responsible for bringing in 100 new users to the Lyft app by setting up over 20 partnerships with bars, restaurants, hotels and event planners in the Inland Empire
- Work with Riverside's Lyft marketing team to introduce new passengers and drivers to Lyft's on demand ride sharing platform
- Represent Lyft at events and parties on campus and across Riverside
- Create social media content to further enhance brand awareness
- Promoted Lyft by providing customers at venues with knowledge on the ride sharing app through facts and giveaways
- Create newsletters that highlight information about Lyft

Academic Integrity Seminar Facilitator

University of California, Riverside

Riverside, CA

September 2015 – Present

- Co-facilitate 2-hour workshop on Academic Integrity for students who have been found in violation of UCR academic misconduct policies and students who self-refer
- Facilitate the students; understanding of Tartan Soul, the choices they make and how they relate to academic integrity
- Assist students in examining their personal values, professional values, and the relationships to choices they make
- Help students understand the impact of academic misconduct on the UCR community, including UCR's reputation
- Guide students in the knowledge of campus resources to reinforce academic integrity principles
- Meet one on one with students in Academic Integrity Meetings following their completion of educational sanctions

Dental Assistant – Intern

Dr. Douglas Y. Fong, DDS

Stockton, CA

October 2012 – April 2013

- Sterilize and disinfect equipment as well as preparing trays of instruments for dental procedures
- Providing assistance in the office with tasks such as appointments scheduling, record keeping, telephone management
- Assist the dentist directly at chair side with operative, oral surgery, and a wide range of other procedures
- Promote an atmosphere supportive of good dental and general health by demonstrating good oral hygiene, questioning patients to ascertain home care status, instructing patients in techniques of flossing and brushing in accordance with protocol
- Stock and maintain clinical supply inventory

Most of her key accomplishments were missing...

Special Education Assistant – Intern

Cesar Chavez High School Special Education

Stockton, CA

January 2013 – April 2013

- Instruct students in academic subjects using a variety of techniques such as phonetics and repetition to reinforce learning and to meet students' varying needs and interests
- Employ special educational strategies and techniques during instruction to improve the development of sensory and perceptual motor skills, language, cognition, and memory
- Provide direct and indirect instructional support to students in a positive manner
- Draft differentiated instruction and individualized teaching practices for students at different ability levels, for those learning in different ways, and those who understand concepts at different times

ACTIVITIES

American Red Cross

Volunteer

Stockton, CA

August 2010 – Present

- Assist at the Red Cross Information Desk providing directions and escort to patients and staff
- Taking coffee cart to outpatient clinics, serving patients and providing a friendly atmosphere
- Assist with answering phone calls or act as companion escort for patients when requested to do so by the nursing department

St. Mary's Dining Room

Volunteer

Stockton, CA

August 2010 – Present

- Prepare and cook food under supervision of Operations Manager and Volunteer Supervisor
- Serve patrons at assigned food or drink area
- Clean up or bus tables as needed
- Alert staff members or security to potential incidents or risks
- Assist custodian with final clean up of building
- Assist with receiving, arranging, and storage of all donations

ACHIEVEMENT

Mayor's Top 25 Award

May 2009 – May 2013

LANGUAGES

- English: Native or bilingual proficiency
- French: Limited working proficiency
- Khmer: Native or bilingual proficiency

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