

**Jeanette Awak**

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Miami, Florida

## **SUMMARY:**

Strategic and results-oriented bilingual (English/Spanish) account management professional with 10 years of sales experience, including 5 years in the technology sector (B2B, Software, SaaS, and Hardware) experience driving growth across multiple industries and organizational structures (startups and large enterprises). Proven ability to manage diverse account portfolios, leverage data analysis, build and maintain strong client relationships, and collaborate effectively with engineering, finance, and marketing departments. Skilled in contract negotiation and adept at leveraging technology and marketing to achieve business objectives. Expertise includes proficiency in CRM platforms (Salesforce, Dynamics CRM), cloud technologies (Azure), and AI solutions.

## **CORE QUALIFICATIONS:**

Sales | SaaS | Sales Operations | Mentorship | Account Management | Business to Business | Forecasting | Implementation | Cross Collaborate | Problem-Solving | Salesforce | Contracts | Negotiation | Upselling | Renewals | Onboarding | Hospitality | Start Up | Consultant | Software | Hardware | Enterprise | Latam | Europe | USA | Data Analysis | Business Quarterly Reviews | AI | Exceeding Sales Target | Strategic Sales | Retention | Marketing | Business Development | Marketing Campaigns | Networking | Sales Demos | Client Relationship Management | Client Liason | Artificial Intelligence | Portfolio Management | KPIs | CRM Tools | Process Development |

## **PROFESSIONAL EXPERIENCE:**

### **Bravent Corp**

**01/2024-Contract**

*Senior Account Manager Miami, FL ( Remote)*

*Industry: Technology ( SaaS, Custom Software, Cybersecurity , Cloud Services, CRM, AI and Microsoft Products)*

- Proactively identifies new business opportunities, defines commercial strategy, and executes it.
- Establish and define business development areas and sales programs per the company's strategic objectives.
- Analyzed customer data to anticipate needs, develop targeted account plans, negotiate contracts and discounts, and drive sales growth by building and maintaining client relationships and leveraging CRM
- Led sales efforts at conferences, networking events, and business development activities, acting as a guest speaker to promote products and services.
- Conducted product demonstrations and webinars, responded to RFPs, and leveraged marketing campaigns to achieve sales quotas.
- Prepared and presented monthly and quarterly sales and marketing reports to VP & CIO, demonstrating achieved objectives and ROI.
- Acted as a liaison between the technical team and clients, communicating customer feedback and ensuring seamless product implementation.
- Developed and managed strategic partnerships with Microsoft and other larger enterprises to expand market reach and drive revenue.

### **Visiting Media**

**7/2022- 12/2023 (RIF)**

*Customer Success Manager. Miami, FL (Remote)*

*Technology, SaaS*

- Managed a portfolio of 85 enterprise global accounts, focusing on client retention, renewals, and product expansion within a SaaS environment, and provided technical support for clients within the assigned portfolio.
- Managed all sales activities, opportunities, contracts, renewals, and account information within Salesforce CRM.
- Utilized data analysis to identify key success metrics, presented results to C-level clients and ensured ROI achievement after SaaS platform implementation.
- Developed and implemented customized onboarding plans based on industry best practices, ensuring smooth transitions and high user adoption.
- Conducted comprehensive 1:1 training sessions for administrators and end-users, fostering confidence in software utilization.

- Acted as a liaison between clients and the product team, gathering feedback and insights for continuous product improvement.

**Key Achievements:**

1) Maintained the highest customer retention rate on the team at 97% through proactive client needs monitoring and personalized support, resulting in increased revenue and improved customer satisfaction. This directly translates to reduced churn and increased lifetime value. In addition to assigned clientele.

2) Led a successful expansion of revenue into Latin America by targeting new markets in South and Central America. By leveraging deep understanding of regional culture, language, market dynamics, and business practices, generated \$120,000 in new revenue and secured multiple client referrals that converted into new business in the following fiscal year.

**Ingram Micro**

**3/2021- 6/2022**

*Account Manager-Miami, FL (Remote & Hybrid )*

*Technology: (Software, Hardware, Cloud and SaaS)*

*Products sold ( HPE, Dell, Apple, Cisco, Lenovo, HP, Microsoft, Intel)*

- Drove sales and revenue growth by leveraging a deep understanding of technology products (Software, Hardware, Cloud, and SaaS) and industry trends.
- Managed a diverse portfolio of 200 accounts, maintaining and growing client relationships by optimizing inventory stocking, product returns, forecasting, and obsolete inventory management.
- Maximized profitability through strategic negotiation and pricing strategies. By negotiating favorable terms with customers on products and strategically applying discounts to drive sales while maintaining healthy margins. Developed and executed strategies to enhance the VIP customer experience, strengthening key relationships.
- Contributed to team success and development. By mentoring and training junior team members, sharing best practices, and providing guidance to foster their professional growth.

Key Achievement: Developed and implemented a standardized manual procedure for managing sales processes across 50+ brands, addressing inconsistencies and inefficiencies in existing vendor policies through process mapping, stakeholder collaboration, and comprehensive training. This resulted in streamlined operations, improved efficiency, and user-friendly guides to optimize time.

**SottoSale**

**11/2019-3/2021 (RIF)(Pandemic)**

*Assistant Manager – Miami, FL (Onsite)*

*Industry: Business & Hospitality*

- Led daily operations, including opening/closing procedures, inventory management, budgeting, logistics, and staff scheduling.
- Created and directed customer loyalty programs and marketing campaigns to drive customer engagement and sales.
- Managed the sales pipeline, prospected new events, and conducted client meetings.
- Mentored, trained, delegated tasks to, and reviewed projects of a team of 6 members.

Key achievements; Guided a team of 6 members to successfully exceed sales goals and improve customer satisfaction, demonstrating leadership and team management skills.

**Bila Wholesale Coffee Roasters**

**01/2014-12/2017**

*Sales Manager*

*Industry: CPG Wholesale*

- Responsible of leading complete sales cycle, prospecting, quote, proposal, and closing deals
- Hosted and engaged in trainings, onboardings, tastings, and workshops to promote products.
- Successfully analyzed market trends to identify new opportunities and partnerships.
- Cultivated strong relationships with 120 key accounts through regular on-site visits to client locations, warehouses, and operating plants, ensuring effective communication and addressing client needs.
- Managed business development event schedules, customer relations, and sales reporting.

Key Achievements: Consistently surpassed quarterly and annual sales objectives, culminating in the successful acquisition of Wendy's as a major client and authorized retailer. This strategic partnership generated a 15% increase in Bila's annual revenue.

**Imagine 2005**

**11/2008-11/2013**

*Sales Manager.*

*Industry: Wholesale and Retail*

- Responsible for driving sales growth and customer satisfaction in a fast-paced wholesale and retail environment.

- Successfully built relationships, and cultivated long-term partnerships with clients through exceptional service and tailored solutions.
- Conducted in-depth research to identify new business opportunities and expand market reach. Executed cold calling, follow-ups and managed the full sales cycle.
- Operational efficiency overseeing daily showroom operations, inventory management, and vendor relations to maximize profitability.
- Leveraged social media to enhance brand visibility and engage with target audience.

#### **SKILLS & LANGUAGES:**

- Bilingual English and Spanish.
- Advanced knowledge of Microsoft Office, ERP, Azure, AI, Zendesk, JIRA, Slack, Salesforce, LinkedIn Sales Navigator, Zoom Info, Lattice, Zoom, Google Workspace, Dynamics CRM
- Productive team player provides leadership performance towards the company's goals.
- Self-driven personality with proven ability to prioritize, complete multiple tasks and achieving deadlines accordingly.
- Quickly adapts to new technologies and software applications, proficient in mastering diverse web platform and tools.
- Analyzes customer data, to leverage sales strategy including contract negotiation.
- Extensive experience in customer success, account manager and sales, particularly in B2B SaaS, Software and Hardware
- Results-oriented individual consistently achieving sales goals and exceeding expectations.
- Completed Accelerating Artificial Intelligence Solutions Bootcamp - Microsoft

#### **EDUCATION:**

**Nueva Esparta University-** *Bachelor's Degree in Hospitality and Business Administration (DF, Venezuela)*

#### **PROFESSIONAL DEVELOPMENT:**

**Cairns College of Business-** *Business and Management Diploma. (Qld, Australia)*