

JENNIFER L. VESTA

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Experienced sales and administrative professional seeking a new opportunity where I can contribute my excellent communication, organizational and leadership skills.

Highly motivated professional with proven ability to generate multiple revenue achievements within several diverse sales and administrative environments. My communication skills are polished, and I am well-versed in interacting with executive and midlevel management within B2B and B2C companies. Proficient at building rapport with customers and relationships with businesses by employing organizational and leadership skills which will be reflected in any new opportunity.

Worked with many companies in a wide variety of professional services and geographical locations presenting targeted proposals to meet their needs. My experience included meeting sales goals, client expectations, and resolving the needs of customers. Created new relationships resulting in increased company revenue.

EXPERIENCE

APRIL 2022 - JANUARY 2023 (REMOTE)

SALES ADMINISTRATOR, BUSINESS SERVICES (INVENTORY SOFTWARE & MEMBERSHIP)

WOODARD EVENTS, CANTON GA

- Provided sales administrative support for Director of Business Services for ERP inventory solutions
- Developed statement of work (SOW) and proposals for existing and new clients
- Used Syncro MSP to confirm monthly client invoices were being paid or required new payment method
- Attended 4-day leading accounting technology event for accounting professionals produced by Woodard
 - Point person for preparation, execution, set up, and breakdown of company booth
- Met with accounting professionals weekly and increased enrollments of Woodard membership by 25%
- Updated companies and contacts, enrolled contacts in sequence automation, completed tasks in HubSpot

2013-2021 (REMOTE)

ACCOUNT MANAGER (NATIONAL SALES)

PROGRESSIVE MEDIA GROUP, RED BANK NJ

- Worked directly with C-Suite level marketing professionals to help them hit their key performance indicators
- Built a strong pipeline of new business opportunities
- Prospected daily by phone, email, and quarterly in-person events
- Extensive knowledge of marketing qualified lead generation and content marketing
- Positioned company solutions effectively against competitive offerings to close deals

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, VIRGINIA WESLEYAN UNIVERSITY, NORFOLK, VA

Double Concentration in Media Studies and Journalism

Radio and Television Internships, WROX/FM and WAVY TV 10, Norfolk/Portsmouth, VA

SKILLS AND ABILITIES

- Microsoft Office 365- Outlook, Teams, Word, Excel, PowerPoint, OneNote, Forms, Daily Planner
- Avoma
- HubSpot and Salesforce CRM
- Dropbox Sign (formerly HelloSign)
- Sales Navigator and Slack
- Syncro MSP and Seamless.Ai
- Zoom and ZoomInfo
- Motivated and sociable
- Highly organized and persistent
- Excellent communicator
- Liaison between organization/customer

ACTIVITIES & INTERESTS

- Certified Dale Carnegie Training Graduate
- Northern NJ Girl Scout Leader 2011-2018
- Volunteer for Food Pantry/Meals on Wheels
- Tony Robbins Business Results Training
- Travel
- Nature walks
- Zumba

References Upon Request