

Lanie Nicholas

Sales Manager

✉ lanie.nicholas@gmail.com
☎ (424) 164-2508
📍 Richmond, VA

Education

Associate of Arts in Business
Administration at Northern
Virginia Community College

Apr 2019 - May 2023

Relevant Coursework:
Principles of Management,
Financial Accounting,
Microeconomics, Business Law,
Marketing Fundamentals, and
Organizational Behavior.

Links

[linkedin.com/in/lanienicholas](https://www.linkedin.com/in/lanienicholas)

Skills

CRM Software

Negotiation

Forecasting

Leadership

Analytics

Networking

Communication

Languages

English

Indonesian

Profile

Dynamic Sales Manager with two years' experience driving revenue growth and building client relationships. Skilled in strategic planning, negotiation, and team leadership. Proven track record of exceeding targets and fostering collaborative environments. Passionate about delivering results.

Employment History

Senior Sales Executive at Salesforce, VA

May 2025 - Present

- Increased annual sales revenue by 35% through strategic account management and targeted client acquisition initiatives.
- Led a team of 10 sales professionals, enhancing productivity by implementing innovative training programs and performance metrics.
- Successfully negotiated multi-million-dollar contracts with Fortune 500 clients, expanding the company's market share in the tech industry.
- Developed and executed comprehensive sales strategies that resulted in a 40% growth in customer base within two years.

Sales Executive at Oracle, VA

Apr 2023 - Apr 2025

- Spearheaded a regional sales initiative that increased quarterly revenue by 25%, surpassing targets and setting a new company benchmark.
- Cultivated and maintained relationships with over 150 clients, resulting in a 30% boost in customer retention rates within one fiscal year.
- Led cross-functional teams to streamline the sales process, reducing lead conversion time by 15% and enhancing overall efficiency.

Certificates

Certified Sales Leadership Professional (CSLP)

Jan 2024

Strategic Sales Management Certificate

Jun 2022

Memberships

Sales Management Association

American Marketing Association