

# BRYAN ARIZA

## Sales & Trainer

Lincoln, NE

[bryancariza@gmail.com](mailto:bryancariza@gmail.com)

I possess extensive experience in sales, customer service, and marketing. Additionally, I pride myself on my ability to multi-task, while maintaining a positive attitude in the workplace. I also have excellent communication skills and maintain a level of professionalism with all customers and co-workers.

## WORK EXPERIENCE

### **Retail Sales Associate**

Slumberland Furniture - Kearney, NE; St. Louis, MO; Lincoln, NE

June 2011 to Present

- Welcome customers to the store and answer their initial questions.
- Work closely with the customer to identify their needs, then present solutions to meet those furniture and bedding needs.
- Train new hires.
- Stay up-to-date with product features and maintain our store's visual appearance in the highest standards.
- Consistently achieve sales goals and ranked the top salesperson year-after-year.

### **Business Account Executive**

Charter Communications - Kearney, NE

November 2009 to May 2011

- Sold primary and ancillary communications solutions to small and medium sized businesses within a specified territory.
- Prospected new customers over the phone and in person.
- Expanded customer base by selling secondary services to increase sales and revenue goals while providing excellent customer service.

### **Target Marketing Specialist**

Morris Press Cookbooks - Kearney, NE

April 2008 to October 2009

- Identified, created, and implemented direct mail campaigns to groups that had strong potential to become customers.
- Performed both strategic (research and data collection, analysis, identified key audiences) and tactical (creative delivery, message development and project oversight) responsibilities.
- Communicated with internal team in regard to project schedules. Traced the success of the direct mail marketing initiatives and prepared monthly status reports.

## EDUCATION

### **BS in Business/Marketing**

University of Nebraska at Kearney - Kearney, NE

August 1988 to May 1993

## SKILLS

- Customer Service
- Marketing
- Retail and Business to Business Sales
- Data Collection
- Presentation Skills