

KRYSTLE HERBRANDSON



SALES PROFESSIONAL

EXPERTISE

Remote Team Management

Customer Service

Global Sales Coordination

International Training

Business Report Analysis

SKILLS

PLANNING & FORECASTING

RELATIONSHIP MANAGEMENT

COMMUNICATION

INFORMATION SECURITY

EDUCATION

M.B.A

2009

BACHELOR of SCIENCE:

Business Administration

2007



PROFILE

Experienced leader in Sales, Customer Service and Business Development – specializing in Technology, Internet Services and Remote Team Management. Consistently unmatched in recruiting, training and development of star employees for highly focused and productive teams.



EXPERIENCE

SALES MANAGER FEB 2014 – PRESENT SUCURI SECURITY

- Reporting directly to the CEO, I led the formation and growth of all sales initiatives from a beginning time with no sales team, to a thriving system of tools and individuals dedicated to company culture and growth.
- Recruited, trained and directed all business employees in sales and customer service, totaling twelve high-performance and motivated new team members.
- Created live-chat processes, developed a new virtual call-center, and coordinated partnerships with high-profile related businesses to bring revenues from under \$500k per month to over \$1 million per month in less than a year.

FINANCIAL ADVISOR MAR 2012 – MAR 2014 MERRILL LYNCH

- Prospected new clients through networking and cold calling to achieve demanding new-money targets and achieve 123% to goal.
- Part of a pioneer program to grow exposure for the Merrill Edge platform in Bank of America branches through dual Financial Advisor roles. This constituted as two separate jobs where I met and exceeded both banking center goals and Merrill Lynch PMD program goals to ensure continued participation.

BUSINESS CONSULTANT DEC 2009 – MAR 2012 INDEPENDENT CONSULTANT

- Developed strategic marketing and business development strategies to drive revenue growth for small-business clients.
- Launched social presence for business lacking an online footprint to expand growth potential and engagement with their communities.

TRAINING STORE MANAGER MAY 2003 – FEB 2011 T-MOBILE USA

- Winner's Circle annual performance
- Contributor for new compensation program; rolled out beta test in Southern California district and analyzed data and feedback to fine-tune nationwide launch.
- Completed store training on annual store and market audits to ensure division was consistently at 90% overall rating for business operations.



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