# Tessa Morales

Entry Level Sales Representative

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## SUMMARY

Communication graduate from Arizona State University with almost 2 years of retail sales, averaging 112% of monthly quota on a wireless store floor. Comfortable with cold calling, lead generation and tracking a pipeline in Salesforce CRM. Coachable, competitive and patient with customers who need time to decide.

## EXPERIENCE

### Sales Associate

01/2025 - Present

Camelback Wireless

Phoenix, AZ

*Authorized wireless retailer with 5 Phoenix-area stores.*

- Sell phones, plans and accessories to 25+ walk-in customers a day, averaging **112%** of monthly sales quota.
- Run product demonstrations on new devices and coverage plans, attaching protection to 48% of new lines against a 35% target.
- Track every lead and follow-up in Salesforce CRM, turning 30% of callbacks into return store visits.
- Prospect local small businesses by phone and drop-in visits, opening 9 business accounts in 2026.

### Student Caller

09/2023 - 12/2024

Arizona State University Annual Giving Call Center

Tempe, AZ

*Part-time phone fundraising job, 12 hours a week during school.*

- Placed 120+ calls per shift in cold calling campaigns to alumni for the annual fund.
- Raised **$38,000** in pledges over 3 semesters, ranking in the top 10 of 60 callers.
- Practiced objection handling with shift leads and moved from scripted openers to personal conversations.
- Logged every pledge and callback in the donor database, keeping follow-up lists current for 60 callers.

## SKILLS

Sales • Cold Calling

Lead Generation

Salesforce CRM

Product Demonstrations

Objection Handling

Customer Service

Account Prospecting

Communication Skills

Coachable

## EDUCATION

**Bachelor of Arts** 12/2025

Arizona State University

Tempe, AZ

Communication