
Ashley Moreno

Medical Sales Representative

ashley.moreno@email.com ♦ (303) 555-0182 ♦ Denver, CO ♦ linkedin.com/in/ashleymoreno

Summary

Medical sales representative with 5 years of healthcare sales, including 3 years of medical device sales to hospitals and surgery centers. Finished 2025 at 124% of quota with strong selling skills, sound contract negotiation and the organizational skills to keep 44 accounts and 25 monthly OR cases on track.

Experience

Medical Sales Representative

Front Range Surgical Products — Denver, CO — 03/2023 - Present

Sells wound closure and surgical stapling products to 14 hospitals and 30 surgery centers.

- Grew territory revenue from \$1.9M to **\$2.7M** in 2 years, finishing 2025 at 124% of quota.
- Won 6 new hospital accounts through value analysis committee reviews, adding \$480K in annual sales.
- Support 25 OR cases a month with product demonstrations and stapler training for surgeons and scrub staff.
- Track pipeline and contract renewals in Salesforce and run territory management across a 5-county route.

Account Representative

Peak Lab Diagnostics — Lakewood, CO — 07/2021 - 02/2023

Sold clinical laboratory testing services to physician practices in the Denver metro area.

- Expanded the client base from 70 to 118 physician practices, beating the new-account goal by 30%.
- Negotiated 3-year service agreements with 22 multi-provider groups, raising average contract value 15%.
- Maintained 94% client retention through steady account management and 48-hour fixes for billing and courier issues.
- Built Microsoft Excel territory reports that the regional manager used in quarterly business reviews.

Education

Bachelor of Science

Colorado State University

Business Administration

Fort Collins, CO

05/2021

Skills

Selling Skills	—	Medical Device Sales	—	Territory Management	—	Account Management
Contract Negotiation	—	Product Demonstrations	—	Salesforce	—	Microsoft Excel
Organizational Skills	—	Self-Motivated				