**Gerardo Lugo**

954-882-3103

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Titusville, FL 32780

**SUMMARY**

Transmission parts sales expert with over 25 years of experience. During the past 13 years, I have established a successful connection with the Latino/Hispanic market in the Southeastern United States, leading to a substantial increase in sales by understanding their needs and gaining their trust due to my excellent communication skills and the extensive knowledge of the products I sell. As a good team member, I have been able to surpass the weekly and monthly goals established by my employers. Fully available and ready to start as early as convenient.

**SKILLS**

Excellent communication

Team Worker

Honest

Responsible

Flexible

Great negotiation skills

**EXPERIENCE**

**Sales Representative**

***Transtar Industries LLC, Orlando Branch***

09/2018 to 07/2020

* Receiving purchase orders from current customers and new prospects by phone, Emails, direct sales (will call).
* Increased Latin/Hispanic customers in Alabama, Central and South Florida, and Charlotte, NC.
* Assisted team members with effective problem solving and customer conflict resolution.
* Processed orders through the JD Edward software.
* Maintained a closer relationship with active customers and new prospects through periodic visits to offer new products and verify the level of satisfaction with our services.

**Assistant Manager**

***Miami Transmission Parts, Hialeah FL***

11/2007 to 08/2018

* Supervised employees and delegated daily tasks to achieve Company Goals.
* Sold through phone and in the counter (will call).
* Increased sales by creating a highly effective merchandise display.
* Achieved a 40% increase in sales by maintaining a varied inventory in accordance with customer demand.

**EDUCATION**

**Pontifical Catholic University of Puerto Rico, Ponce Campus**

***BBA in Accounting***

Graduated on 12/1988