

# WILLIAM PAUL SANTALLA

📍 Chicago, IL 60611 USA  
☎ +1 (312) 694-5209  
✉ [william.santalla@gmail.com](mailto:william.santalla@gmail.com)

🌐 [linkedin.com/in/william-santalla-20109616b](https://www.linkedin.com/in/william-santalla-20109616b)

✓ Work Authorization

## TECHNICAL SKILLS

- Customer portfolio management
- Sales coordination & support
- International logistics & customs compliance
- Billing & basic financial management
- CRM tools: Salesforce
- ERP: Sage 100 (Gesco & BI)
- Microsoft Office (Excel, Word, PowerPoint)
- Social media management: LinkedIn, Instagram

## SOFT SKILLS & SOFTWARE

- Strong communication & persuasive skills
- Negotiation & problem-solving
- Adaptability & decision-making
- Team-oriented and autonomous
- Reliable, organized, and detail-oriented
- Languages: Native French, Basic Spanish

## EDUCATION

**European bachelor degree in Marketing**, Esarc Cefire Business School — Toulouse, France 2008

**Bachelor's in Marketing**, Esarc Cefire Business School — Toulouse, France  
Sandwich course at ACCES INDUSTRIE as Sales Assistant, 2008

**Associate Degree in Sales & Communication**, ICD Business School — Toulouse, 2007

## SUMMARY

Bilingual sales and operations professional with over 10 years of experience in logistics, sales support, and customer service in France and, more recently, in the U.S. after moving to Chicago. Skilled at improving processes, supporting teams, and building strong client relationships. Looking for new job opportunities to grow and contribute in a dynamic company in the Chicago area.

Exploring various career opportunities across Chicago or remotely.

## WORK EXPERIENCE

### Wear Moi LLC –

Chicago, IL  
September 2024 –  
March 2025

#### Office Manager & Sales Administration Coordinator

- Managed administrative follow-up on orders, ensuring seamless coordination between sales representatives, clients, and production sites.
- Oversaw order and stock management, maintaining accurate inventory records and coordinating with suppliers.
- Managed billing processes in coordination with sales and operations teams.
- Led the Chicago store team, overseeing recruitment, training, and performance evaluations.
- Acted as the primary point of contact for headquarters in France, facilitating smooth communication and compliance with company policies.
- Implemented strategies to enhance customer relationship management and improve after-sales services.

### GEODIS Transport and Logistics -

FRANCE  
Jan 2011 –  
May 2024

#### Sales Representative

Enhancing sales and turnover by consolidating the portfolio and acquiring new customers.

- Manage a customer portfolio and identify new prospects. Create sales offers, open new accounts, and ensure compliance with transport protocols.
- Prospect to identify customers with potential, tailor offers to their needs, and negotiate prices.
- Address any issues promptly and find suitable solutions.
- Document all sales activities in a CRM system (Salesforce).
- Communicate relevant information from specific marketing campaigns to customers to increase sales.
- Ensure adherence to company sales policies.  
Achieved a 25% increase in sales within one year through targeted prospecting and fostering loyalty among existing customers.

### AIKO - Sole Proprietorship

FRANCE  
Jun 2014 –  
May 2024

#### Owner-Property Manager

Independently managed diverse rental properties (apartments, houses)

- Tenant acquisition and management, tenant customer service
- Financial management and budgeting
- Highlighting real estate properties on social media (photos, videos)

### ORPI - Real Estate company

FRANCE  
Feb 2010 -  
Dec 2010

#### Real Estate Agent

Responsible for the search, estimation, visit, sales, and follow-up of real property.

- Closed deals at prices 5% above the market average by employing negotiation skills.
- Reduced sales time from an average of 60 days to 45 days through effective marketing strategies and targeted research.

### CMT - CUMMINS spare parts

FRANCE  
Jan 2007 - Feb  
2010

#### Technical Sales Representative

Responsible for selling spare parts and engines in both French and export markets for brands Cummins, Donaldson, Kubota, etc.

- Contributed to sales growth by preparing quotes, processing orders, making follow-up calls, and managing inventory.
- Maintained direct contact with suppliers to ensure timely product delivery.