

WILLIAM PAUL SANTALLA

*Seeking New Career
Challenges in Chicago*

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✓ Work Authorization

CORE COMPETENCIES

- Experience of customer-contact
- Customer portfolio management
- Ability to adapt to changing environments
- Quickly learn new skills
- Make decisions under pressure.

LANGUAGES

French Native
English Intermediate
Spanish Limited

SKILLS

- Strong persuasive skills
- Effective negotiation abilities
- Adaptive capacity to tackle challenges
- Ability to work both collaboratively and independently
- Strong team spirit
- Microsoft Office
- CRM Software (Salesforce)
- Social media proficiency (Instagram, LinkedIn)

EDUCATION

D.E.E.S.M.A (Diplôme Européen d'Etude Supérieure de Marketing)
European bachelor degree in Marketing 2008

Bachelor's degree in Corporate Management sandwich courses at Business School Esarc - Cefire, Toulouse, France at ACCES INDUSTRIE as a sales assistant 2008

Associate degree sales and communication, at ICD Business School, Blagnac Toulouse, France 2007

High School Diploma, Toulouse Lautrec High School, France 2005

SUMMARY

Experienced sales professional with a strong background in service provision and logistics. Over the years, I have refined my skills in enhancing client satisfaction and optimizing operational efficiency across various environments.

Originally from France, throughout my professional career, I have gained experience in:

- Negotiating with clients and prospects
- Managing administrative tasks related to customer service

Exploring various career opportunities across Chicago or remotely.

WORK EXPERIENCE

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.

Accomplishments:

Achieved a 25% increase in sales within one year through targeted prospecting and fostering loyalty among existing customers.

ORPI, Real Estate company

FRANCE
Feb 2010 -
Dec 2010

■ Real Estate Agent

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

Accomplishments:

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 French marketer for CUMMINS spare parts

FRANCE
Jan 2008 -
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.

Accomplishments:

Acquired comprehensive technical knowledge in global technical services, providing solutions for the efficiency of industrial engines, gearboxes, generators, fire pumps, across various sectors.

ACCES INDUSTRIE

FRANCE
Jan 2007 -
Dec 2007

■ Sales Assistant

Handled rental operations for aerial platforms, forklifts, and handling equipment.

Accomplishments:

Successfully negotiated with customers and prospects, particularly building professionals, meeting their needs promptly. Managed administrative tasks related to equipment rental, including quotations.