

WILLIAM PAUL SANTALLA

*Seeking New Career
Challenges in Chicago*

📍 Chicago, IL 60611 USA
☎ +1 (312) 694-5209
✉ william.santalla@gmail.com
🌐 www.linkedin.com/in/william-santalla-20109616b

✓ Work Authorization

CORE COMPETENCIES

- Administrative and sales coordination
- Customer portfolio management
- Order and stock management
- International logistics and customs regulations
- Strong decision-making and adaptability skills

LANGUAGES

Fluent in French, Intermediate in English, Basic Spanish

SKILLS & SOFTWARE

- Strong persuasive skills
- Effective negotiation abilities
- Adaptive capacity to tackle challenges
- Ability to work both collaboratively and independently
- Strong team spirit
- Microsoft Office Suite (Excel, Word, PowerPoint)
- Sage 100 ERP (Gesco and BI)
- CRM Software (Salesforce)
- Social Media Management (LinkedIn, Instagram)
- Basic Accounting & Financial Management

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

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 - present

Owner-Property Manager

Independently managed diverse rental properties (apartments, houses)

- Tenant acquisition and management, tenant customer service
- Preventative maintenance and repair management
- 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 French marketer for 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.