


ALYSSA SANTILLI

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PROFESSIONAL SUMMARY

Accomplished Regional Sales Manager versed in customer acquisitions, territory development and lead generation. Proficient at taking on tough territories in challenging markets and achieving dramatic results.

SKILLS

- Exceptionally organized and diligent sales manager, possess well-developed interpersonal skills and the ability to motivate and direct others in a supportive, cooperative team environment. Passionate about business development with a core focus on relationship building.

WORK HISTORY

Sorella Apothecary - Regional Sales Manager Northeast

Remote • 04/2022 - Current

- Manage 8 state territory sales and account management
- Focus on opening new professional partner accounts within the spa industry and continually building business within existing partners
- Worked closely with Director of Sales and contributed to company efforts to elevate Sorella as premier industry brand with exceptional customer support
- Attended industry trade shows to represent and support brand sales.
- Exceeded quarterly sales targets consistently by leveraging extensive product knowledge and effective selling techniques.
- Cultivated strong partnerships with distributors and retailers to increase product visibility and drive sales volume.

Waterlily - General Manager

08/2018 - 04/2022

- Responsible and accountable for all aspects of daily operations with focus on achieving sales targets and delivering an exceptional level of customer service
- Responsible for maintaining 100k plus in product inventory
- Ensures sales goals are met by providing strategic solutions to team members
- Liaison between vendors and owners to build business partnerships, coordinate and promote brand events and product launches
- Train and monitor new sales staff and front-end staff to ensure business standards and policies are being met.

Waterlily - Skincare & Makeup Consultant

05/2015 - 08/2018

- Responsible for providing an exceptional customer experience while performing skincare and makeup services
- Coordinated with vendors to schedule and promote in-house events
- Created monthly product orders and maintained inventory.

BODY Spa & Salon - Manager

10/2014 - 04/2015

- Primary responsibility is to provide leadership, direction and supervision of staff in the daily operations of the Spa
- Oversee the coordination of all guests' requests
- Directly involved in budgeting, forecasting, payroll and scheduling as well as product inventory and ordering.

Glo - Outside Sales Consultant

03/2014 - 11/2014

- Plan and organize activities, conduct monthly business meetings with active accounts, trainings with new accounts, refresher trainings with existing accounts, events, and assist with inventory, merchandising, marketing and collaboration with accounts to create actionable business plans resulting in revenue generation for their customers
- Responsible for actively expanding the territory and achieving sales goals through the development of new business by profiling prospective accounts and converting leads into customers
- Met or exceeded company sales goals every month in position.

The Laser Spa - Aesthetician/Certified Laser Technician

10/2011 - 03/2014

- Performed different skin care therapies as per needs and requirements of clients
- Performed laser hair removal, skin rejuvenation and cellulite reduction treatments
- Lead trainer and educator for new technicians and coordinators
- Received complimentary reviews from patients
- Laser Coordinator responsible for responding to treatment inquiries and generated leads into revenue.