



CLAIRE SHARIF

Sales Portfolio



CLAIRE SHARIF

As a detail-oriented professional, I'm dedicated to problem-solving and enhancing user experiences. Thriving in collaborative settings, I excel in cross-functional teamwork to drive successful product campaigns and go-to-market strategies. Balancing big-picture vision with attention to detail, I deliver valuable products aligned with business objectives.

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☎ 650-223-3658

📍 San Francisco, CA

🌐 clairesharif.com

EDUCATIONAL HISTORY

University of California Davis
B.A. Design

📅 Graduated 2017 📍 Davis, CA

- Demonstrated proficiency in industry-standard design software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), to execute design projects with precision and attention to detail.
- Implemented user-centered design principles to create intuitive and engaging user experiences (UX/UI) for websites, mobile applications, and interactive media projects, enhancing usability.

Cañada College
A.A. Computer Science

📅 Graduated 2015 📍 Redwood City, CA

- Demonstrated proficiency in programming languages such as Java, Python, C++, and JavaScript
- Applying object-oriented principles and algorithms to develop robust and scalable software solutions.
- Demonstrated strong problem-solving skills and analytical thinking in resolving technical challenges.

SKILLS

- Prospecting and Lead Generation
- Sales Pipeline Management
- Project Management
- HTML/CSS Knowledge
- Proficiency in CRM Software
- Data Analysis
- Account Management
- Digital Marketing (SEO, SEM, PPC)
- Cross-selling and Up-selling
- Trend Analysis
- Client and Vendor Communication
- Presentation Skills
- Campaign Management
- Content Creation and Marketing
- Social Media Management

ORGANIZATIONS

- Toastmasters International
- Churchill Club - Silicon Valley's business and technology forum
- Second Harvest of Silicon Valley
- UC Davis Alumni Association
- HR Director - Kappa Alpha Theta

WORK EXPERIENCE

Enterprise Sales Development Representative
Simplr

📅 July 2023 - Present 📍 Redwood City, CA

- Generated over \$500,000 in qualified leads through targeted prospecting efforts within a six-month period, exceeding quarterly quotas by 25%.
- Consistently achieved a conversion rate of 30% from cold outreach to qualified opportunities, surpassing team benchmarks and contributing to a 15% increase in overall sales pipeline growth.
- Implemented a strategic email campaign resulting in a 40% increase in response rates, leading to the acquisition of 50+ new clients within a three-month timeframe.
- Spearheaded a lead nurturing program that boosted customer engagement by 50%, resulting in a 25% rise in upsell opportunities.

Real Estate Sales & Marketing Coordinator
Sotheby's International Realty

📅 Feb 2021 - July 2023 📍 Menlo Park, CA

- Boosted website traffic by 50% and improved conversion rates by 20% through SEO optimization and user experience enhancements.
- Expanded market reach into new geographic areas, capturing 15% market share within the first year of implementation.
- Contributing to a three-person sales team that consistently ranks among the top agents in the US across all brokerages.

Sales and Marketing Associate
Wildlands

📅 Jan 2019 - Feb 2021 📍 Rocklin, CA

- Developed targeted marketing collateral, including brochures, case studies, and presentations, to effectively communicate the company's environmental mitigation solutions to diverse stakeholders.
- Cultivated and managed relationships with key clients and industry partners, facilitating strategic collaborations that contributed to a 20% expansion of the company's client base.

Promotions and Brand Events Coordinator
iHeartMedia

📅 Nov 2018 - Nov 2019 📍 Sacramento, CA

- Planned, coordinated, and executed promotional events and campaigns for iHeartMedia radio stations, driving brand awareness and audience engagement across multiple platforms.
- Managed promotional budgets and negotiated contracts with vendors and sponsors, optimizing resources and maximizing ROI for promotional activities.

Sales and Marketing Associate | Adobe Sign
Adobe Inc.

📅 Jan 2018 - Aug 2018 📍 San Jose, CA

- Utilized CRM software to manage inbound leads, track interactions, and prioritize follow-up activities, resulting in a 20% improvement in lead response times and customer satisfaction ratings.
- Collaborated with cross-functional teams, including sales, marketing, and product development, to provide insights and feedback on customer needs and preferences, contributing to product/service enhancements and improvements.

Metrics + Quota

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Analytics / Reports / Team Performance Report

View: Standard Save View As Display By: User Date: 09/01/2023 - 04/15/2024 User: All Users + Add Filter Edit Columns

User	Total Activities	Tasks Completed	Other Tasks	Avg. Activities Per Day	Opportunities	Activities per Opportunity
Total - 50 Reps	163,563	136,920	23	1,009.6	1,325	123.4
Claire Sharif	14,993	14,212	0	92.5	133	112.7
	14,071	12,959	0	86.9	128	109.9
	12,473	10,978	1	77	99	126.0
	16,068	13,814	5	99.2	96	167.4
	10,851	10,475	-1	67	90	120.6
	0	0	0	0	84	0.0
	12,830	12,172	5	79.2	82	156.5
	9,068	8,736	1	56	78	116.3
	9,018	7,551	0	55.7	58	155.5
	502	275	0	31	49	10.2
	1,013	0	0	6.3	45	22.5
	4,655	4,266	0	28.7	37	125.8
	11,118	9,519	8	68.6	35	317.7
	14,534	13,453	0	89.7	33	440.4
	497	171	0	31	25	19.9
	310	308	0	1.9	20	15.5
	88	4	0	0.5	20	4.4
	5,302	5,194	0	32.7	17	311.9
	2	0	0	0	16	0.1
	5,986	4,664	0	37	15	399.1
	330	281	0	2	15	22.0
	9	0	0	0.1	12	0.8
	793	119	0	4.9	12	66.1
	828	345	4	5.1	11	75.3

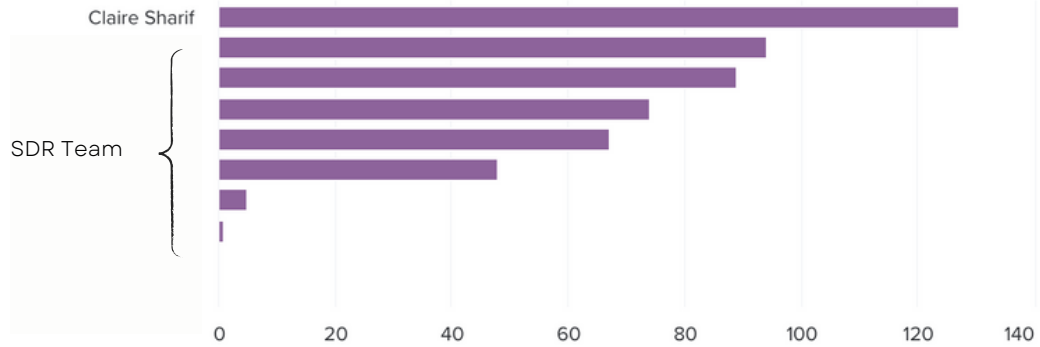
Total Sales Team (SDR, BDR, AE)



Analytics / Reports / Team Performance Report

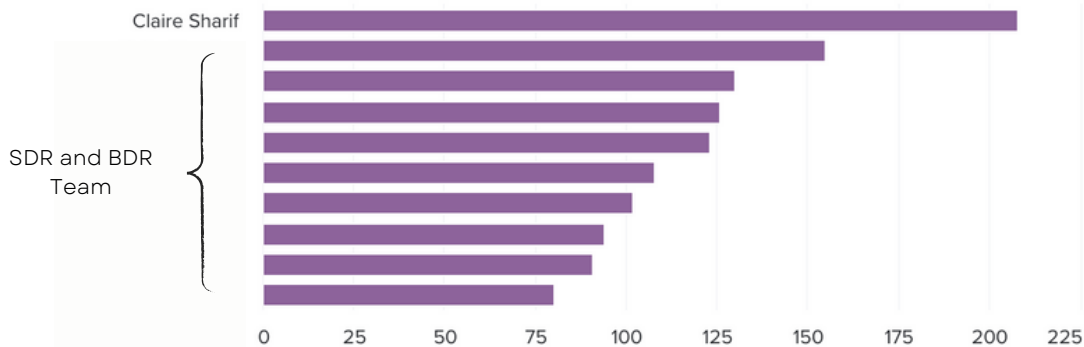
View: Standard Save View As Display By: User Date: 09/01/2023 - 04/15/2024 User: All Users + Add Filter

Outcome Leaders by Successes



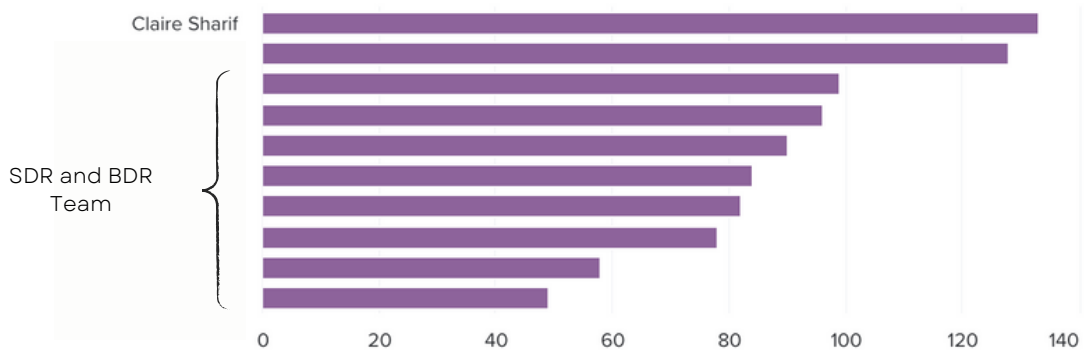
- Successes: Reflects closed deals or achieved goals within the portfolio.

Outcome Leaders by Meetings Booked



- Meetings booked: Indicates the number of appointments scheduled with potential clients or partners.

Outcome Leaders by Opportunities

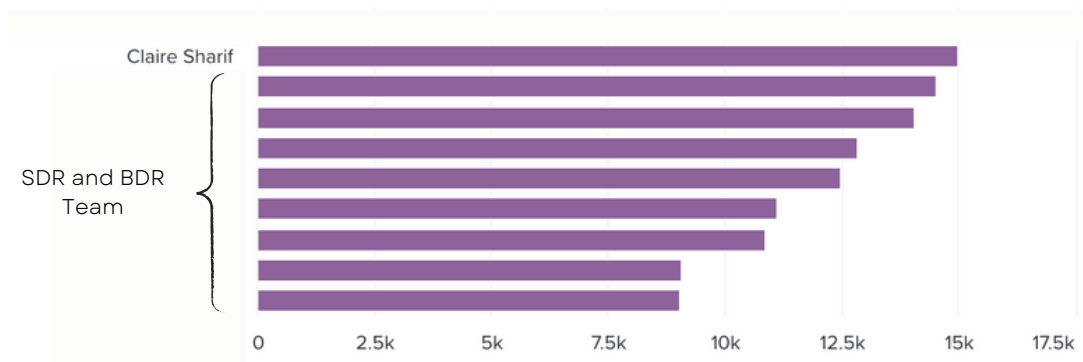


- Opportunities: Represents potential deals or prospects within the sales pipeline.

Analytics / Reports / Team Performance Report

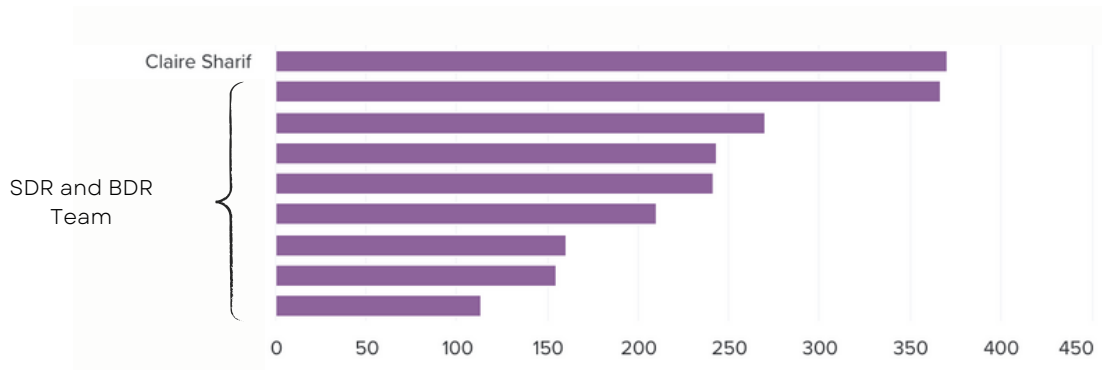
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Activity Leaders by Total Activities



- Total activities: Encompasses all actions taken within the sales process, including calls, emails, and meetings.

Outcome Leaders by Connected Calls



- Connected calls: Signifies the number of successful phone conversations made with leads or clients.