

KARL ROSELLO

Sales and Marketing Specialist | Business Development | Executive Support | Project Governance | Proposal & Bid Management

📞 647-3351791 @Mckarl24@yahoo.com 🔗 <https://www.linkedin.com/in/karlrosello> 📍 Toronto

EXPERIENCE

Team Member

Tim Horton's, ON

📅 8/2023

- Operated cash register duties, prepared food and beverages for customers. Managed the sandwich station, and helped in the kitchen, including making eggs for the sandwich station during peak hours.

Advertising Sales & Marketing (Intern)

Out There Productions Inc, ON

📅 7/2024 – 9/2024

- Provides client needs assessments, conducts marketing and advertising sales research and develops marketing campaigns.
- Actively prospects through cold calls and leads daily.
- Responsible for creating marketing and email campaigns to attract customers and increase brand awareness.
- Prospected over 40 new clients in the Etobicoke area through cold calling, leveraging the company's tools alongside free resources such as Yellow Pages, Toronto Library's Scott's Directory, and Humber College's analytics software to build a potential network of customers.
- Delivered a compelling presentation to a prospect on cinema platform advertising, emphasizing its effectiveness, broad reach and potential ROI.

Solutions Sales Representative

IBM, PH

📅 5/2016 – 3/2023

- Primary role was to maintain and grow existing revenue streams while penetrating competitive landscapes and capturing new opportunities.
- Ensures that the customer understands the value proposition of the solution and its benefits, pricing, delivery, warranty and contract information and any other relevant contract agreements.
- Managed the creation and submission of RFIs, RFPs, IBM Contracts, Service Agreements (SOW), and other essential operational documents.

Administrative Supervisor

JP Morgan Chase & Co., PH

📅 12/2012 – 11/2014

- Developed and executed a seat management plan for the PTDC (Philippine Technology Delivery Center) department, aligning with global standards and coordinating with business units, stakeholders, and facility management for seamless implementation.
- Designed and enforced a locker management policy, significantly reducing incidents and complaints while improving utilization and security for Philippine Technology Delivery Center employees.

EDUCATION

Post Graduate Diploma in Business Management, Marketing

📅 5/2023- 8/2024

Humber College North Campus, Canada

Bachelor of Science in Nursing

📅 (Graduated)

Our Lady of Fatima University, Philippines

SUMMARY

Highly organized and results-driven Brand Sales Specialist with a strong background in sales, administrative support, business operations, project management and strategic planning. Skilled in managing executive calendars, streamlining workflows, and handling high level administrative tasks such as data analysis and PowerPoint presentations. Thrives in fast-paced environments, while maintaining efficiency under pressure. Experienced in preparing competitive commercial documentation, managing vendor relationships, drafting service contracts, and leading negotiations.

KEY ACHIEVEMENTS

💎 Operational Efficiency Initiatives

- Created a centralized asset pool made available to all groups by obtaining the sponsorship of all departmental heads which resulted to an estimate of \$200k savings annually.
- Authored a locker management policy for all PTDC (Philippine Technology Delivery Center) employees. This greatly reduced the number of incidents and complains while maximizing locker utilization.

💎 Revenue Achievement 2022

- Surpassed a \$1.6M quota by achieving \$3.3M revenue, encompassing renewals and new business.

💎 Negotiated \$1M Contract

- Secured a \$1M maintenance contract by negotiating complex agreements.

💎 Lead Generation Strategy

- Organized roadshows to boost sales, strengthened partnerships with regular sessions, and streamlined partner onboarding.

SKILLS

Social Media Marketing	Prospecting
CRM Tools (Sales Force)	Customer Service
Business Development	Contract Management
Vendor Management	RFP/RFI
Data Analysis	Sales

CERTIFICATIONS

- Google Ads Display Certificate (2024)
- Red Hat Sales Engineer Specialist–Container Platform Certificate (2022)
- Project Management Certificate (2022)
- IBM Global Sales School Certificate (2021)
- Technology Lifecycle Services Transactional & Digital Sales Certificate (2020)