

Rodrigo Borrego

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PROFESSIONAL SUMMARY

High-energy, quota-crushing Sales Leader with a proven record of generating revenue through aggressive B2B cold outreach, consultative selling, and team development in competitive direct sales environments. Personally closed 200+ deals in a single 3.5-week sprint and sustained a pace of 30–50 new sales per week through relentless prospecting and cold office visits. Promoted to Team Leader within 2 weeks of joining Apex Marketing based on top-ranked individual performance. Brings a coachable, process-driven approach to building and scaling sales teams, with additional leadership experience managing high-volume operations at one of the nation's largest retailers.

CORE COMPETENCIES

Sales & Business Development	Leadership & Coaching	Customer Success	Operations
B2B Cold Outreach & Canvassing	Sales Team Leadership	Consultative Selling	Pipeline Management
Door-to-Door & Office Direct Sales	New Hire Training & Onboarding	Client Relationship Management	KPI Tracking & Reporting
Lead Generation & Prospecting	Performance Benchmarking	Objection Handling & Closing	Territory Management
Revenue Growth Strategy	Accountability Culture Building	Customer Retention	Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Apex Marketing | Sales Team Leader

Greater Los Angeles Area

Joined Apex Marketing as a direct sales representative and earned a promotion to Team Leader within just 2 weeks, the fastest promotion in the team's recent history, based on immediately ranking among the top individual performers in the organization. Managed a team of direct sales representatives while personally driving revenue through cold B2B office visits across the Greater Los Angeles area.

- **200+ Deals Closed in 3.5 Weeks:** Personally closed over 200 sales during a peak performance sprint, ranking among the highest individual contributors in the organization during that period.
- **30–50 Sales Per Week:** Sustained a consistent weekly closing rate of 30 to 50 new sales through disciplined cold prospecting, strategic territory coverage, and a high-conversion pitch process.
- **B2B Cold Office Visits:** Generated 100% of personal pipeline through direct cold outreach, walking into businesses, engaging decision-makers, and closing on the spot with no warm leads or inbound support.
- **Fastest Promotion on Record:** Elevated to Team Leader in under 2 weeks, outpacing peers and demonstrating the leadership presence and results needed to manage and develop a sales team.
- **Team Performance Uplift:** Coached and mentored a team of 5–8 sales reps, implementing structured daily debriefs and objection-handling drills that contributed to a measurable increase in team-wide close rates.
- **New Hire Acceleration:** Designed and delivered onboarding training that reduced new rep ramp-up time by an estimated 40%, getting team members to their first close faster and more consistently.
- **Territory Expansion:** Identified and opened new cold-visit territories, expanding the team's addressable market and contributing to sustained week-over-week revenue growth.

Walmart | Stocking 2 Team Lead

Pico Rivera, CA

Promoted to Team Lead within 8 months at one of the region's highest-volume Walmart locations. This role sharpened critical sales-adjacent skills, customer engagement, product expertise, team motivation, and performance management, that directly translate to a high-performing sales environment.

- **Customer Engagement:** Served as a go-to resource for customer inquiries, consistently delivering product recommendations that improved shopper satisfaction and drove basket size.
- **Team Leadership:** Managed a team of 16 associates per shift, setting daily performance targets and holding the team accountable to measurable output goals.
- **Cross-Sell & Up-Sell Mindset:** Trained associates on product knowledge across diverse categories, enabling confident customer conversations that supported add-on purchases and repeat visits.
- **Designate Leadership:** Recognized as a trusted designate leader, regularly assigned to oversee operations and make real-time decisions in the absence of the department manager.
- **Performance Under Pressure:** Consistently met and exceeded nightly targets in a fast-paced, high-stakes environment, demonstrating the resilience and drive essential to top sales performance.

Previous Grocery Experience | Customer Experience & Merchandising Specialist

- Engaged customers daily to provide tailored product recommendations, building rapport and driving repeat visits through exceptional service.
- Executed strategic merchandising and display setups that increased product visibility and supported promotional sales goals.
- Developed deep product knowledge across diverse categories, enabling confident, informed conversations with customers of all backgrounds.

EDUCATION & CERTIFICATIONS

High School Diploma	Completed
Leadership & Sales Training	Apex Marketing Internal Programs
Forklift Certification	OSHA-Compliant, Active
Pallet Jack Certification	Active