

# Sergio Martinez

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## PROFESSIONAL EXPERIENCE

**Aegis Project Control** | Silver Spring, MD, USA

### Business Development Manager

August 2023 – Present

- Increased annual sales revenue by **22%** within the first year, generating an additional **\$1.4 million** by streamlining processes across customer success, marketing, and project management teams.
- Achieved a **26% increase** in customer retention by implementing automated follow-up systems and personalized account management, significantly enhancing customer success processes.
- Penetrated two new markets in the engineering and construction sectors, resulting in a **15% market share** growth and securing **10 new high-value clients**.
- Reduced operational costs by **12%** through process automation, improving workflow efficiency across teams, while delivering **5 high-profile projects** on time and under budget, increasing customer satisfaction by **53%** and reducing project delivery costs by **9%**.

**Sotheby's** | Phoenix, AZ, USA, Cancun, QTO, Mexico (Remote)

### Director of Sales & Operations (LATAM)

2020 - 2023

- Increased LATAM market revenue by **35%**, generating over **\$100 million** in sales through market-specific strategies and key international partnerships.
- Expanded into **5 new international markets**, boosting market share by **21%**.
- Led a team of **5 leaders and 65 sales professionals**, surpassing sales targets by up to **25%**.

### Sales Director (LATAM)

2019 – 2020

- Grew LATAM sales by 32%**, focusing on high-demand real estate markets in Mexico, Colombia, and Brazil.
- Improved **client retention by 65%** through enhanced customer success initiatives.

### Global Sales Manager (USA)

2018 – 2019

- Entered **3 new international markets**, increasing global market share by **12%**.
- Enhanced lead conversion by **14%** through tailored campaigns and personalized communication strategies.

### Account Executive (Regional & Global)

2015 - 2018

- Managed operations across **18 locations**, increasing sales by **12%**, equating to **\$560,000** in additional revenue.
- Reduced operational costs by **12%** while improving customer satisfaction by **19%**.

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## VOLUNTEER EXPERIENCE

**Sotheby's** (2016-2023)

- Led LGBTQ+ committee initiatives promoting employee equality and organized charitable events supporting non-profit organizations.

**One-N-Ten** (2016-2021)

- Supported LGBTQ+ youth by facilitating housing solutions and offering both personal and professional guidance.

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## EDUCATION

**Monterrey Institute of Technology and Higher Education** | Aguascalientes, AGS, Mexico

- Master of Business Administration (M.B.A.)** | 2018
- Bachelor of Science (B.S.), Accounting Minor** | 2016

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## LANGUAGES AND SKILLS

### Languages

- Bilingual: English, Spanish (Advanced/Native)

### Sales Expertise:

- B2C | B2B | SMB | Mid-Size Business | Enterprise | Public Sector (B2G)
- Inside Sales | Outside Sales | Direct Sales | Channel Sales | Marketing Sales
- Client Relationship Management (CRM) | Full Sales Cycle | Lead Generation | Prospecting | Negotiation
- Regional Sales | Global Sales | Key Account Management

### Marketing & Operations

- Market Research | Strategic Planning | Operations | Project Management
- Digital Marketing | Cross-Functional Team Leadership
- Data-Drive Decision Making | Pipeline Management