

CHARLENE HO

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-EDUCATION-

Business Administration, Management Information Systems, BS
San Jose State University - GPA 3.7

(08/2019 – 05/2023)

-EXPERIENCE-

TripActions- Sales Development Representative

(06/2021 – 08/2022)

- Exceeded Ramp growth SDR quota by 300% which includes a closed-won all during the first month in job
- Prospecting and generating leads that directly impact the wider sales organization through creative and personalized strategies by email, LinkedIn, and cold calling
- Leveraging tools like SFDC, Outreach, ZoomInfo, and Sales Navigator to build my book of business
- Collaborating with marketing, demand generation, and other cross functional teams to up company overall inbound strategy
- Working closely with Account Executives to formulate plans to reach and follow up with target accounts
- Given the "Top performing Intern Award," and "Hustle Award," for hard work, persistence, and quick results

CarMax- Auto Sales Consultant

(06/2021 – 03/2022)

- Advising customers to purchase and sell vehicles through extensive research of auto industry trends while creating an excellent experience for them
- Utilizing Salesforce to generate customer pipeline, organize appointments, and keep track of follow ups
- Running credit applications and coordinating efforts between the customers, supervisors, business office, and banks
- Rated number one organization-wide for customer satisfaction with a rate of 100% on the Iconic scorecard review
- Highest average out of all part-timers for MaxCare extended service plan sales, at 92% conversion rate
- Breaking the store record for reaching the Presidents club (highest level for sales associates) in the shortest amount of time for a part-timer (5 months)

AmeriCorps- Civic Action Fellowship Lead

(07/2020 – 06/2022)

- Mentoring a team of 11 volunteer students with the goal of providing instruction for the under-served youth in the community in computer programming, coding, and financial literacy concepts through Scratch
- Leading groups in creation of hands-on tasks for the youth such as assembling circuitry, and LED fixtures
- Troubleshooting technical issues on Scratch projects and creating framework for new coding projects
- Designing realistic goals and delegating tasks to team members in order to present projects well before deadlines
- Hosting and leading training seminars for the entire cohort of 50 people twice a month

-EXTRACURRICULARS-

San Jose State Cheerleader

(06/2019 – present)

- Scholar athlete throughout college, maintaining above a 3.5 GPA every semester while dedicating an average of 20 hours a week to cheerleading
- Simultaneously the social media manager, completely rebranded our Instagram and gained over 3,000 followers within 1.5 years
- Served as an ambassador for the university and organized brand deals, and fundraising efforts

-SKILLS-

- Experience in Salesforce, ZoomInfo, LinkedIn Navigator, Outreach
- Fluent in English and Mandarin
- Google Marketing platform certification- Display/ Video 360, Ads, Campaign Manager
- Efficient in Microsoft Office including Word, Excel, PowerPoint
- Expertise in Drive (docs, sheets, slides, forms) and other Google functions (Calendar, Chats, Hangouts, Dropbox)
- 2 years of experience with Scratch programming language, & introduction to Python & SQL
- Project management, problem solving, customer service, sales, marketing, social media

