

Nasim Christensen

📞 (562) 555-8461 ✉️ nasim.christensen@example.com 🔗 linkedin.com/example/nasimchristensen 📍 Long Beach, CA 90802

SUMMARY

LTL transportation sales professional with seven years of business to business experience across **local territory** growth, strategic account development, and **national sales** support. Daily customer visits, focused prospecting, and thoughtful discovery have opened new relationships and expanded existing freight opportunities. Salesforce.com and enterprise CRM workflows keep pipelines, account activity, pricing actions, and commitments current. Contract discussions draw on shipment profiles, **market conditions**, competitor strategies, and service requirements. Close coordination with service center leaders, operations teams, **customer support**, and customer stakeholders has kept commercial promises practical and service expectations clear. PowerPoint presentations turn market findings into useful customer conversations and internal decisions. A valid California driver's license, sound driving record, and flexible availability support field based account coverage across varied customer environments.

EXPERIENCE

Senior Account Executive, LTL Territory Sales

January 2024 - Present

Coastal Link Logistics

Long Beach, CA

Own a Southern California LTL territory covering established shippers, new prospects, **strategic accounts**, and local execution. Lead field selling, commercial discussions, CRM discipline, and service coordination while connecting customer needs with practical operating plans.

- Mapped shipping lanes and decision makers, expanding freight discussions across existing shipper relationships.
- Won new accounts through targeted prospecting and multilevel outreach across transportation, procurement, and finance.
- Negotiated **pricing** with shipment data, competitor intelligence, service needs, and margin guidance.
- Maintained **Salesforce.com** stages, visit notes, pricing actions, and next steps for current territory visibility.
- Coordinated launches with service center managers, **customer support**, operations, and **national sales** partners.
- Shared account status and expected freight with local leaders, supporting preparation for future customer needs.

Account Executive, Business to Business Sales

March 2022 - December 2023

Westline Freight Services

Irvine, CA

Developed local transportation accounts through field prospecting, referral development, customer presentations, and structured follow through. Supported national account activity by linking facility needs with sales, customer service, and operating contacts.

- Developed local B2B accounts through face to face prospecting, referrals, outreach, and consistent follow up.
- Reviewed shipment patterns and feedback, identifying lanes where customers could place more freight.
- Connected national account facilities with internal sales and operations contacts around site expectations.
- Prepared **PowerPoint** account reviews covering service options, pricing considerations, market context, and implementation steps.
- Tracked competitor products and **pricing patterns**, sharpening prospecting priorities and negotiation preparation.
- Resolved administrative and service issues with **customer service** teams, preserving confidence during commercial follow through.

Sales Representative, Transportation Accounts

July 2020 - February 2022

Harbor Point Transportation

Anaheim, CA

Built foundational LTL selling experience with small and midsize shippers, combining local visits, discovery, CRM documentation, pricing preparation, and service center coordination. Developed multilevel relationships that connected commercial needs with daily execution.

- Prospected small and midsize shippers, qualifying freight needs and building a consistent opportunity pipeline.
- Documented freight profiles, service concerns, buying processes, and competitor relationships in **enterprise CRM**.
- Engaged shipping, operations, purchasing, and management stakeholders around service and pricing decisions.
- Prepared pricing requests and contract documents for manager review, balancing competitiveness with operating constraints.
- Created PowerPoint materials that translated customer requirements into concise service and opportunity summaries.
- Coordinated onboarding details with service center and **customer support** teams, improving execution continuity.

Business Development Associate, B2B Prospecting

September 2019 - June 2020

Metro Commerce Solutions

Los Angeles, CA

Supported business development through account research, outbound outreach, discovery preparation, CRM accuracy, and coordinated follow through. Built early experience engaging decision makers and advancing qualified opportunities for senior sellers.

- Prospected business accounts through calls, email, networking, and research across assigned local markets.
- Qualified providers, purchasing priorities, service expectations, decision timelines, and potential value before advancement.
- Maintained contacts, activities, follow up dates, and opportunity notes in CRM for disciplined coverage.
- Prepared meeting briefs and PowerPoint slides from account research and competitive observations.
- Shadowed field meetings, then led discovery conversations with growing confidence among business decision makers.
- Coordinated pricing inputs and requested information with sales and support colleagues after meetings.

PROJECTS

Southern California Territory Expansion 📅 2025

Mapped shipper lanes, stakeholder groups, competitor relationships, and service needs across a growing LTL territory. Used Salesforce.com activity records and customer visits to prioritize opportunities, support share of wallet growth, and guide local operating preparation.

National Account Local Execution 📅 2023

Connected facility contacts, sales partners, customer service, and operations teams around local service expectations. PowerPoint reviews and CRM notes kept account commitments visible, practical, and ready for coordinated follow through.

LEADERSHIP & AWARDS

- Recognized by sales leadership for dependable coordination between customer commitments and service center execution.
- Earned trusted account partner status through consistent field coverage, clear communication, and practical issue ownership.
- Selected for broader national account support after demonstrating strong local customer relationship skills.

EDUCATION

Bachelor's Degree in Business Administration

2019

California State University, Long Beach GPA: 3.5

Long Beach, CA

Coursework: Sales management, transportation economics, contract negotiation, business communication

CERTIFICATIONS

- Salesforce Trailhead, Sales Cloud Fundamentals 📅 2025
- Valid California Driver's License 📅 2026

TECHNICAL SKILLS

- **Transportation Sales:** LTL transportation, B2B selling, freight solutions
- **CRM Platforms:** Salesforce.com, enterprise CRM, Sales Cloud
- **Presentation Tools:** Microsoft PowerPoint, customer presentations, account reviews
- **Sales Operations:** Pipeline management, opportunity stages, sales forecasting
- **Territory Management:** Territory planning, field visits, account mapping
- **Commercial Negotiation:** Contract negotiation, pricing negotiation, margin guidance
- **Market Analysis:** Competitive analysis, market conditions, pricing patterns
- **Account Development:** Share of wallet, strategic accounts, new business
- **Customer Service:** Customer support, issue resolution, service follow up
- **Cross Functional Work:** Service centers, operations, national sales
- **Transportation Products:** LTL products, shipment characteristics, service requirements
- **Office Productivity:** Microsoft Office, PowerPoint, business presentations

SKILLS

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|----------------------|------------------------|----------------------|------------------------|
| • LTL Transportation | • Account Growth | • Pricing Strategy | • PowerPoint |
| • B2B Sales | • Strategic Accounts | • Customer Relations | • Competitive Analysis |
| • Territory Growth | • National Sales | • Salesforce.com | • Time Management |
| • Prospecting | • Contract Negotiation | • Enterprise CRM | |

PROFESSIONAL AFFILIATIONS

- Salesforce Trailhead learning community participant, focused on Sales Cloud workflows and CRM discipline.
- Southern California transportation sales network participant, sharing market observations and customer relationship practices.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST