
San Francisco, CA 94123

Michelle Platt

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Senior Sales Representative

Strong work ethic with a passionate and competitive nature. Performance-driven sales representative consistently exceeding sales quotas. Ability to interact with multiple facets of the industry to over deliver results. Excelled in a fast-paced and highly competitive environment by building trust with customers and driving profit.

PROFESSIONAL EXPERIENCE

Eaton Corporation

January 2005-present

Sales Engineer/Senior Sales Engineer – San Francisco, CA (February 2006 - present)

Promoted to senior sales representative based on superior performance in entry level sales position after seven months. Responsible for growth of commercial distribution products (medium voltage switchgear lineups, substation transformers, circuit breakers) ranging from \$50 to \$400,000 in the San Francisco market. Interacted with different levels of electrical contractors and end users, including VP, project management, engineering, purchasing and field service.

- **Successfully grew share in an overdeveloped market (154.8% share index) in 2009**
 - **Ranked #1/12 in San Francisco and Sacramento Districts (2009)**
 - **Achieved 141% of yearly revenue goal for 2009 (\$6.523/\$4.613)**
 - **Increased revenue with Cupertino Electric by 110% and Englehart Electric by \$300K (2009)**
- **Awarded 'Pinnacle Performer' 2007 for top 10% sales increase year over year (700 salespeople)**
- **Developed and implemented "Building the Bond" to promote sales team camaraderie**
- **Ranked #4/12 (2008) and #2/6 (2007 – SF District only)**
- **Achieved 129% of yearly revenue goal for 2007 (\$5.115/\$3.965)**
- **Mentored a sales intern and inside sales representative**
- **Initiated the training and development of contractors on new building codes and upcoming technologies**
- **Directed the Community Involvement Team in two major charity events**

Sales Development Trainee – Asheville, NC – Minneapolis, MN (January 2005 - January 2006)

Hired into sales development rotational training program after completing three collegiate internships. Focused on improving sales skills, product knowledge and leadership abilities. Led recruiting efforts in engineering and sales at Michigan State University and the University of Minnesota. Sought out, recruited, interviewed and hired talented students.

- **1st of 8 new hires to be promoted to Sales Engineer**
- **Hired three full-time employees from initial interview recommendations**

COLLEGIATE WORK EXPERIENCE

Johnson Controls, Inc.

Summer 2003 & 2004

Engineering Intern – Plymouth, MI

Successfully managed testing, changes and drawing releases for 2005 Pathfinder. Focus on understanding of JCI product launch system and processes. Further developed Unigraphics and Catia V5 skills. Trained in Six Sigma and "Complete Seat Design" courses. Pioneered the Intern Website Committee. Received first place in complete prototype competition.

TI Automotive

May 2002 – Aug. 2002

Engineering Intern – Warren, MI

Test engineer for fuel systems. Performed various fuel tests including helium leak, R1 fills, corrosion and rust. Developed test proposals and test requests. Supervised ten plant facility employees.

EDUCATION AND RECOGNITION

Michigan State University – East Lansing, MI

Sept. 2000 – Dec. 2004

Bachelor of Science: Mechanical Engineering w/Biomedical Option

- 2004 Study Abroad: Environmental Science in Costa Rica (1 month)
 - Financed 100% of college expenses; worked 20-25 hrs. weekly throughout college
- ~ Distinguished Service Award, College of Engineering ~ Institute for Global Engineers Scholarship ~ Engineering Ambassador
~ Guided Learning Center Tutor ~ Society of Women Engineers Communication Chair ~ Intramural Softball
~ TEAM Leadership Program ~ Stanford University Hospital Volunteer, Unit E3 (2009) ~ UCSF Medical Center Volunteer