

Alexander Rocheleau

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WORK EXPERIENCE

KellyConnect

Sales Lead & Quality Assurance Analyst

May 2019 – Present

Remote (Work from Home)

- Leads and coaches team of 40+ Sales Support Advisors, driving consistent achievement of 20%+ quote-to-close ratio and exceeding sales targets every month since December 2021
- Utilizes a data-driven approach to achieve KPIs and sales targets on behalf of personal computing client who was ranked #1 in customer satisfaction by the ACSI Index in 2024
- Performs research and develops data-driven insights to improve inbound and outbound telephone sales strategy for both enterprise and individual customers
- Maintains expert-level product knowledge and technical specifications, ensuring appropriate solution recommendations that maximize customer satisfaction and revenue generation
- Implemented targeted cross-selling strategy for complementary products and services, increasing average order value by 5%
- Creates and delivers quarterly presentations highlighting analytic insights for B2B/B2C lead cultivation, customer acquisition, and customer satisfaction
- Creates weekly team newsletter that covers procedure updates and employee achievements
- Coordinates administrative functions, team communication, and documentation management
- Reduced number of compliance issues by 23% during first year of tenure
- Promoted to Leadership in November of 2020 from former position of Sales Support Advisor

Detroit Artist Test Lab

Event Coordinator & Customer Service

December 2018 – May 2019

Detroit, MI

- Coordinated administrative activities for 30+ events, ensuring efficient organization and scheduling
- Maintained accurate calendar of events to maximize efficiency and prevent overlap
- Implemented process improvements that resulted in >5% revenue increase
- Collaborated with artists and stakeholders to ensure that events went according to schedule
- Managed contracted events for both new and returning clients
- Coordinated supply and equipment needs while minimizing costs

EDUCATION

Google Project Management Certification

December 2021

Microsoft Power BI Data Analyst Certification

In Progress

Eisenhower High School

Diploma

June 2019

Shelby Township, MI

SKILLS & INTERESTS

- **Skills:** Consultative selling, Sales pipeline management, Leadership in a fast-paced environment, Empowering sales agents, Account management, Microsoft Office Suite, and Salesforce
- **Interests:** Audio engineering, Open source software, DSP programming, Home improvement