

# TIMOTHY D. ACEVEDO

Valrico, FL 33596

## SUMMARY

High-energy sales and customer relations professional, well-versed in communicating with different individuals and negotiating successful solutions. Focused on offering superior support and meeting all production targets. Friendly, knowledgeable and hard-working team player. Proven success in satisfying sales objectives and securing repeat patronage. Skilled in leadership functions such as training and mentoring new associates.

## SKILLS & ABILITIES

- Organized
- Customer relations
- Customer service
- Inventory
- Networking
- POS
- Receiving
- WordPress
- Digital Marketing
- PPC Campaign Management
- Retail
- Sales
- Stock control
- Scheduling flexibility
- MS Office
- Communications
- Team management
- CorelDraw
- Search Engine Optimization (SEO)
- Email Marketing
- Business operations
- Supervision
- Team building
- Project organization
- Inventory management
- Graphics design
- 5's, Six Sigma
- Article creation
- E-Commerce
- Analytics

## EXPERIENCE

**Complex Machine Operator, ITI (General Electronics)**  
*Clearwater, FL*

11/2017 – Present

- Operating 2 Robot cages designed to produce fuse cards.
- Winding machine used to roll film and foil into packs for the use in capacitors.
- Understanding blueprints, product specifications and tooling instructions to plan correct operational sequences and prevent materials waste.
- Selected proper cutting tools and calculated correct parameters to manufacture quality parts.
- Detected work-piece defects and machine malfunctions, maintaining machines to prevent future issues.
- Documented daily production data and submitted accurate time logs to keep management up-to-date, using Oracle.
- Established and adjusted feed rates and cutting parameters to keep operations in line with production demands.
- Set up machines for various jobs to maintain high-quality manufacturing and waste reduction.
- Measured and inspected finished products for defects, and compared to work instructions for accuracy.

**Assistant Account Manager (Lead Merchandiser), Pepin**

12/2015 – 12/2017

*Tampa, FL*

- In charge of making sure all of my retail locations are fully stocked with merchandise.
- Maintain and organize the appearance and cleanliness of shelving space, back stock and product.
- Cover Account manager in the sales process and meeting with customers.
- Tracked and analyzed weekly sales reports, implemented corrective action plans and streamlined sales operations.
- Leveraged industry trends in customer industries and marketplaces to shape value-added solutions and approaches for key audiences.
- Increased client revenue by creating effective advertising campaigns.
- Oversaw multiple accounts and worked diligently to meet and exceed performance goals.
- Established contracts, including pricing structures and service terms.
- Secured long-term accounts by identifying client need, providing recommendations and delivering product on time.
- Connected with current customers to assess satisfaction, determine needs and offer new services.
- Deescalated customer issues and concerns with prompt follow-thru.
- Assessed processes used to send products to customers and discovered more efficient method that was positively received by all involved parties.
- Communicated sales department and account executives to update account information.
- Managed budgeting, forecasting and performance for all accounts.
- Participated in incentive programs and contests designed to support achievement of production goals.

**Owner, The Digital Cig, LLC**

12/2010 – 12/2015

*Valrico, FL*

- Own and manage an online ecommerce shop.
- Manage website, inventory, customer relations, stock control, shipping and wholesale.
- Oversaw project execution, phase progress, workmanship and team performance to drive on-time completion of deliverables.
- Set pricing structures according to market analytics and emerging trends.
- Assessed optimized and elevated operations to target current and expected demands.
- Enhanced operational performance by developing effective business strategies, systems and procedures.
- Presented products at events and tradeshows to increase brand awareness.
- Promoted business on social media platforms to maximize brand identity and generate revenue.

- Monitored supplier operations to verify quality, delivery schedule and conformance to contract specifications.
- Promoted store offerings through newspaper advertisements, catalogs and brochures to attract new customers.
- Directed preparation of marketing collateral, including descriptions, photographs and copy for print and digital needs.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Tested and optimized organic and paid acquisition channels, including content creation and curation, pay-per-click, event, social media and lead generation campaigns.
- Conducted research and development on existing and emerging products to highlight benefits and attract retention.
- Leveraged industry trends and competitive analyses to improve marketing campaign performance.
- Recommended product changes to enhance customer interest and maximize sales.

#### **IT Consultant, LAGO Systems**

12/2008 – 12/2010

*Brandon, FL*

- Manage computer systems and POS systems, network sales, rebuilding networks, spam filters, antivirus, monitoring, quotes, break fix, social networking and much more.
- Communicated with and gathered feedback from customers about progress updates and worked to resolve specific concerns.
- Modified existing software systems to enhance performance and add new features.
- Conducted client needs assessments, developing budgets and determining cost estimates based upon this information.
- Provided technology consultation for growing businesses, making recommendations and upgrading existing systems.
- Participated in team meetings and provided input on deadlines, designs and enhancements.
- Installed wiring, cabling and devices to establish, repair and improve network operations.
- Provided excellent service and attention to customers when face-to-face or through phone conversations.

#### **Technology Customer Service Specialist, Office Depot**

12/2005 – 12/2008

*Sacramento, CA*

- Merchandise the computer department: resets, upgrades, ordering, stocking, blueprint planning, customer service, receiving, warehouse, new technological development.

- Followed all company policies, rules and procedures to promote company goals and maintain safety.
- Maintained friendly, outgoing personality to promote positive work environment and build customer loyalty.
- Maintained assigned area to store standards by setting up and monitoring accurate ad signage and correct merchandise placement.
- Completed all assigned training to stay updated on important policies and procedures.
- Monitored sales floor to identify customers in need of assistance and merchandise in need of replenishment.
- Helped customers by answering questions and locating merchandise.

**Stocker, Walgreens**

12/2004 – 12/2005

*Sacramento, CA*

- Organized stockroom by keeping products in correct locations to maintain accurate inventory counts and free-flowing aisles.
- Removed debris from aisles to avoid blocking customers or creating safety concerns.
- Prepared inventory for shipment by attaching tags and labels and executing shipment documents to facilitate delivery to proper customers.
- Assisted customers by locating items and loading heavy purchases in vehicles.
- Updated signage to reflect new pricing or temporary promotional strategies to increase sales.
- Examined incoming shipments to verify quality and quantity and returned unacceptable items to suppliers for refund or replacement.
- Received incoming product deliveries and relocated to storage shelves, coolers or bins.
- Followed proper stock rotation procedures to minimize obsolescence and remove out of date items from sales floor.
- Greeted customers and retrieved requested products to drive satisfaction.

**Stocker, Publix Super Markets**

12/2002 – 12/2004

*Valrico, FL*

- Received incoming product deliveries and relocated to storage shelves, coolers or bins.
- Followed proper stock rotation procedures to minimize obsolescence and remove out of date items from sales floor.
- Identified defective, incorrect or missing merchandise and promptly reported to supervisor.
- Maintained neat, safe and orderly workspace to prevent accidents and injuries.
- Scanned container labels with RF scanners to verify contents and determine target destinations.
- Moved and rebuilt shelves, racks and displays to increase visibility of merchandise.

- Updated signage to reflect new pricing or temporary promotional strategies to increase sales.
- Organized stockroom by keeping products in correct locations to maintain accurate inventory counts and free-flowing aisleways.
- Palletized merchandise for easy movement to sales floor locations.

## EDUCATION

**Bloomington High school – Brandon, FL – High school Diploma**  
06/2003

**HCC – Tampa, FL**  
08/2003  
Business

**American River College – Sacramento, CA**  
03/2007  
Automotive Mechanics

**American River College – Sacramento, CA**  
08/2007  
Interior Design

## ASSESSMENTS

### **Written Communication – Proficient**

June 2018

Measures a candidate's ability to convey written information using proper grammar rules.  
Full results: Proficient

### **Customer Focus & Orientation – Highly Proficient**

June 2018

Measures a candidate's ability to respond to customer situations with sensitivity.  
Full results: Highly Proficient

### **Customer Service – Highly Proficient**

June 2018

Measures a candidate's skill in evaluating approaches to customer service & satisfaction.  
Full results: Highly Proficient

### **Search Engine Optimization – Highly Proficient**

September 2020

Interpreting online website performance metrics and understanding search engine optimization tactics.

Full results: Highly Proficient

**Teamwork: Interpersonal Skills — Highly Proficient**

September 2020

Responding to challenging team situations at work.

Full results: Highly Proficient

**Filing & Organization — Proficient**

September 2020

Arranging and managing information or materials using a set of rules.

Full results: Proficient

**Basic Maintenance and Repair — Highly Proficient**

September 2020

Performing basic repairs and maintenance for apartment complexes, office buildings, and other facilities.

Full results: Highly Proficient

**Marketing — Highly Proficient**

September 2020

Understanding a target audience and how to best communicate with them.

Full results: Highly Proficient

**Mechanical Knowledge — Proficient**

September 2020

Understanding and applying mechanical concepts and processes.

Full results: Proficient

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