

Alexander H. Melo

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Professional Summary

Versatile business professional with a strong track record in customer engagement, sales execution, and team coordination. Skilled in overseeing front-line operations while steering organizational goals through clear communication and strategic problem-solving. Experienced in managing fast-paced environments, ensuring successful outcomes, enhancing client interactions, and executing comprehensive project initiatives. Known for guiding teams, promoting collaboration, and delivering results on time and within scope.

Core Competencies

- Client Communication & Liaison
- Strategic Account Management
- Sales Opportunity Management
- Customer Service
- Salesforce CRM Proficiency
- Account-Based Marketing
- Deadline Management
- Team Leadership
- Digital & Social Media Marketing
- Client Relationship Development
- Data Driven Decision Making
- Conflict Resolution

Work Experience

Mutual of America

Retirement Plan Specialist | 2023 - Present | New York City, NY

- Spearheaded sales and marketing initiatives for group takeover plans and cross-selling financial products, increasing client acquisition within an assigned territory.
- Generated new business opportunities by securing qualified appointments with 401k and 403b plan sponsors through strategic cold calling, networking, and referral-building.
- Exceeded sales targets by prospecting and closing high-value deals within the territory, consistently driving revenue growth.
- Strengthened client relationships by partnering with Customer Relationship Managers (CRM) to attend review meetings, leveraging top clients for referrals and new sales introductions.
- Delivered high-conversion cold calls to prospective clients, utilizing persuasive presentation and relationship-building skills to boost lead conversion rates.
- Demonstrated two years of business-to-business sales expertise, consistently meeting and surpassing performance goals through strategic territory management and effective communication.
- Secured FINRA Series 6, 63, and SIE certifications, ensuring compliance and enhancing client trust in a fast-paced environment.

Total Health Club

Front Desk Attendant | 2022 - 2023 | Bloomfield, CT

- Delivered exceptional customer service by welcoming gym members, addressing inquiries, and resolving complaints efficiently.
- Facilitated check-in and registration processes, verifying memberships, updating databases, and issuing access cards to ensure smooth operations.
- Administered payments and billing transactions, maintaining accurate financial records and swiftly resolving member inquiries.
- Managed administrative tasks, including answering phone calls, responding to emails, and organizing files to support daily front desk operations.

SAFEGUARD Security & Surveillance, Inc.

Sales Associate | 2022 - 2022 | Windsor, CT

- Led weekly sessions with leadership to assess specific properties and identify potential clients.
- Consulted directly with property owners and business leaders to promote and sell security products, driving sales growth through in-person interactions.

Amazon

Fulfillment Associate | 2021 - 2021 | Connecticut

- Led weekly sessions with leadership to assess specific properties and identify potential clients.
- Consulted directly with property owners and business leaders to promote and sell security products, driving sales growth through in-person interactions.

Education & Affiliations

Bachelor's Degree in Business Management

University of Hartford, West Hartford, CT - May 2023

Member, Distributive Education Clubs of America (DECA), Spring 2017 - Spring 2019

- Competed nationally, earning recognition twice for a business proposal on Fortune 500 growth strategies.
- Collaborated with a team to present business ideas to professional business owners across various states, focusing on company benefits to secure support for our initiatives.

Member, Alpha Sigma Phi Fraternity

- Held multiple leadership positions, including VP of Alumni, VP of Fundraising, and VP of Philanthropy.
- Developed skills in managing large teams, resolving chapter issues, event planning, and fundraising for charitable causes.