

SARAH A. MELLO

sarahmello13.0@gmail.com

(603).213.0005

<https://www.linkedin.com/in/Sarah-A-Mello/>

Creative sales and marketing leader with a proven track record of building strong customer relationships, optimizing operations, and leading teams to exceed targets. Skilled in innovative strategies to drive growth and deliver exceptional customer experiences.

EDUCATION

Virginia Tech

Blacksburg, VA | May 2023

- Bachelor of Science in Business: Digital Marketing
- Cinema & International Business Minor
- GPA: 3.68

PROFESSIONAL EXPERIENCE

Sales District Leader, PepsiCo

Greeley, CO | June 2024 – Present

- Manages and optimizes a \$54 million net revenue portfolio across 250 stores, leading a team of 10 Sales Reps and Merchandisers across Small Format (Gas Stations, Dollar Chains) and Large Format (Grocery Store Key Accounts) channels.
- Provides comprehensive coaching to employees to drive business improvement, leading weekly sales priority meetings and implementing data-driven initiatives.
- Developed and launched PepsiCo's first Sales Conference for frontline teams in Greeley, promoting the Challenger Mindset and encouraging bold decision-making through activities, role-playing exercises, and presentations. The Market Director attended to observe the event and praised its success.

Sales Associate Designate, PepsiCo

River City, VA | July 2023 – July 2024

- Led a team of 3 Frontline Sales Reps to drive sales execution and service excellence across an 81-store territory. The team consistently surpassed volume goals. (P3 Buzzer Beater Winner – 105.70 Volume Index vs Target) & (P1–2 Fast Start Winner – 101.15 Volume Index vs Target)
- Fostered strong strategic partnerships across customer segments and various departments by leveraging cross-functional skills and effective communication.

Sales Management Intern, PepsiCo

River City, VA | May 2022 – August 2022

- Conducted in-depth analysis of PepsiCo contracts (Rebate, Lump Sum, Combos) using sales data and presented findings to Southern Division leadership and team members.
- Utilized a structured selling framework to secure shipper space for OTS customers and implement marketing signage across 88 stores.

CONT.

Account Executive for Virginia Tech Admissions, PRISM

Blacksburg, VA | Dec 2020 – May 2023

- PRISM is a student run digital marketing firm funded with over \$100,000 in grants and representing global, local and campus clients.
- Managed a team of copywriters, graphic designers, videographers, and content creators to create engaging social media content for Virginia Tech Admissions.
- 16.6k Instagram Followers: @vtadmissions

Grant Proposal, Semester Abroad

Lugano, Switzerland | Jan 2022 – May 2022

- Developed and presented a grant proposal for a small non-profit organization that provides financial literacy services to vulnerable populations for Virginia Tech's Combining Theory and Practice Study Abroad Program

Prime Student Campus Manager, Riddle & Bloom

Blacksburg, VA | January 2020 – January 2022

- Advocated for Prime Student benefits on campus through organized classroom and club announcements.
- Planned and executed Prime Student events on campus, including a successful booth at Gobblerfest which received 62 student sign-ups.

INVOLVEMENT & CERTIFICATIONS

- Rock Climbing Hobby
- Women's Inclusion Network (WIN) at PepsiCo RVA
- Connect ERG at PepsiCo
- Sigma Kappa Sorority 2020
- IDEO Experience Innovation Certificate
- HubSpot Inbound Marketing Certificate
- Pamplin Student Leadership Conference – Jan 2020

SKILL SET

Creative Problem-Solving, Adapting & Quick Learning, Coaching & Development, Empathetic Leading, Conflict Resolution, Effective Communication, Customer-Centric, Acting as an Owner, Data Analysis, Technology Savvy, Time Management, Follow-Thru, Office & Google Suites (Excel), Photo and Video Editing, Graphic Design, Hootsuite, Mailchimp, Google Optimization, Social Media Platforms, Canva, HubSpot

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Hiring Team
HubSpot
Remote – USA

Dear HubSpot Media Team,

I am excited to apply for the Host/Producer position (POS-26556) for HubSpot's Business YouTube Channel. With a background in digital marketing and extensive experience in content creation, team leadership, and audience engagement, I am well-prepared to contribute creatively to your team and help shape your video strategy. My role as Sales District Leader at PepsiCo, paired with my experience managing digital content for Virginia Tech Admissions, has equipped me with the skills needed to produce impactful, trend-focused video content that resonates with audiences.

In my current role at PepsiCo, I manage a \$54 million revenue portfolio and lead a team of 10 across various sales channels. I drive growth by optimizing operations, fostering customer relationships, and executing high-impact initiatives. My experience developing and launching PepsiCo's first Sales Conference showcased my abilities to create engaging, dynamic presentations that resonate with diverse audiences—a skillset I am eager to apply at HubSpot. I also bring experience from PRISM, Virginia Tech's student-run digital marketing firm, where I led a creative team to develop compelling social media content for @vtadmissions, growing engagement significantly through targeted campaigns.

HubSpot's focus on creating informative, viral content aligns with my passion for delivering value through engaging media. I am highly skilled in producing end-to-end video content, analyzing performance metrics, and continuously adapting to internet trends. I also bring hands-on experience with on-camera presentation, creative brainstorming, and video editing, and I am well-versed in the HubSpot Inbound Marketing methodology.

Thank you for considering my application. I am thrilled about the opportunity to bring my video production skills and passion for storytelling to HubSpot's Business YouTube Channel. I look forward to discussing how my background and enthusiasm can help contribute to your mission of empowering entrepreneurs and business professionals worldwide.

Warm regards,
Sarah A. Mello

SARAH A. MELLO

Sales District Leader at PepsiCo

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Empathetic leader with a results-oriented mindset. Proven ability to build strong customer relationships and foster a collaborative environment. Leverages account management expertise to optimize operations, develop high-performing teams, and exceed sales targets. Passionate about driving business growth through innovative solutions and exceptional customer experiences. Seeking a challenging role in Sales & Marketing to contribute strategic insights and deliver exceptional results.

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PROFESSIONAL EXPERIENCE

Sales District Leader, PepsiCo

Greeley, CO | June 2024 – Present

- Manages and optimizes a \$54 million net revenue portfolio by leading a team of 10 frontline Sales Reps and Merchandisers across Small Format (Gas Stations, Dollar Chains) and Large Format (Grocery Store Key Accounts) channel.
- Drives sales performance through weekly coaching, team priority meetings, and creating data-driven initiatives.
- Mentors Campus Hires, developing comprehensive training materials to foster successful PepsiCo leadership.

Sales Associate Designate, PepsiCo

River City, VA | July 2023 – July 2024

- Led a team of 3 Frontline Sales Reps to drive sales execution and service excellence across an 81-store territory. The team consistently surpassed volume goals. (P3 Buzzer Beater Winner – 105.70 Volume Index vs Target) & (P1–2 Fast Start Winner – 101.15 Volume Index vs Target)
- Developed strong strategic partnerships across customer segments and PepsiCo departments through effective communication and embodying the PepsiCo Way.
- Conducted weekly coaching sessions to equip reps with skills needed to achieve PepsiCo standards, while also identifying seasonal waste challenges and facilitating out-of-stock management conversations.

Sales Management Intern, PepsiCo

River City, VA | May 2022 – August 2022

- Analyzed Sales data to conduct in-depth analysis on PepsiCo contracts (Rebate, Lump Sum, Combos).
- Utilized P.E.P.S.I. selling framework to secure Baja Blast shipper space to OTS customers and rollout PepsiCo marketing signage across 88 stores.
- Presented project findings and internship reflections to Southern Division leadership, Unit General Managers, Sales Reps, and fellow interns.

CONT.

Account Executive for Virginia Tech Admissions, PRISM

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- Sigma Kappa Sorority 2020
- IDEO Experience Innovation Certificate
- HubSpot Inbound Marketing Certificate
- Pamplin Student Leadership Conference – Jan 2020

SKILL SET

Empathetic Leading, Creative Problem-Solving, Adapting & Quick Learning, Coaching & Development, Conflict Resolution, Effective Communication, Customer-Centric, Acting as an Owner, Data Analysis, Technology Savvy, Time Management, Follow-Thru, Office & Google Suites, Photo and Video Editing, Graphic Design, Excel, Hootsuite, Mailchimp, Google Optimization, Social Media platforms, Canva, HubSpot

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Dear Hiring Manager,

I am excited to apply for the Client Executive position at NexusTek. With a strong background in sales leadership and a Bachelor's degree in Digital Marketing from Virginia Tech, I bring a unique blend of strategic insight and hands-on experience that I am eager to leverage in driving business growth at NexusTek.

In my current role as a Sales District Leader at PepsiCo, I manage a \$54 million portfolio and lead a team of 10 sales representatives across various retail channels. My ability to develop strategic partnerships, execute data-driven initiatives, and lead high-performing teams has consistently led to exceeding sales targets. Additionally, my experience in proposing multi-offering IT outsourcing solutions and delivering compelling value propositions aligns perfectly with NexusTek's goals.

I am particularly impressed with NexusTek's commitment to delivering innovative IT solutions, and I am eager to contribute to this mission by utilizing my expertise in business prospecting, relationship building, and managing the end-to-end sales cycle. I am confident that my skills will allow me to foster strong client relationships and drive significant growth for your company.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to the ongoing success of NexusTek.

Sincerely,
Sarah A. Mello

SARAH A. MELLO

Sales Associate Designate at PepsiCo

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An empathetic and result-oriented leader with a passion for cultivating strong customer relationships and fostering a culture of creative problem-solving to drive business performance. Leverages experience in account management to optimize operations, develop frontline teams, and achieve sales targets.

EDUCATION

Virginia Tech

Blacksburg, VA | May 2023

- Bachelor of Science in Business: Digital Marketing
- Cinema & International Business Minor
- GPA: 3.68

PROFESSIONAL EXPERIENCE

Sales Associate Designate, PepsiCo

River City, VA | July 2023 – Present

- Leads a team of 3 GEO frontline Sales Reps to drive sales execution and service excellence across an 81-store territory. The team consistently surpasses volume goals. (P3 Buzzer Beater Winner – 105.70 Volume Index vs Target & P1-2 Fast Start Winner – 101.15 Volume Index vs Target)
- Develops strong strategic partnerships across customer segments and PepsiCo departments, through effective communication and embodying the PepsiCo Way.
- Conducts weekly coaching sessions to equip reps with skills needed to achieve PepsiCo standards, while also identifying seasonal waste challenges and facilitating waste management conversations. (Highlighted the 5R's, discussed potential SKU reduction and completed 15 repacks since P1)

Sales Management Intern, PepsiCo

River City, VA | May 2022 – August 2022

- Analyzed Sales & CDA data to conduct a deep dive analysis of OTS offers (Rebate, Lump Sum, Both Offers, and No Funding), providing insights that informed strategic decision-making.
- Utilized the P.E.P.S.I. selling framework to secure Baja Blast shipper sales to OTS customers.
- Executed rollout of Curb to Cold Vault POS across 88 stores, including POS placement optimization and installation of trifold signage and push/pull aids.
- Presented project findings and internship reflections in-person and online to Sales District Leaders, UGMs, and Sales Reps in the Southern Division, as well as fellow Summer interns.

Account Executive for Virginia Tech Admissions, PRISM

Blacksburg, VA | Dec 2020 – May 2023

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- Managed a team of copywriters, graphic designers, videographers, and content creators to create engaging social media content for Virginia Tech Admissions.
- 16.6k Instagram Followers: @vtadmissions

PROJECTS

SDL "How-To" Guide, PepsiCo

River City, VA | July 2023 – Present

- Developed a step-by-step onboarding guide for PepsiCo sales managers, equipping interns and new hires with the knowledge and strategies to lead successful teams.

Grant Proposal, Semester Abroad

Lugano, Switzerland | Jan 2022 – May 2022

- Developed and presented a grant proposal for a small non-profit organization that provides financial literacy services to vulnerable populations for Virginia Tech's Combining Theory and Practice Study Abroad Program

SKILLS

- Empathetic Leading
- Creative Problem-Solving
- Adapting & Quick Learning
- Coaching & Development
- Conflict Resolution
- Effective Communication
- Customer-Centric
- Acting as an Owner
- Data Analysis
- Technology Savvy
- Time Management
- Follow-Thru
- Office & Google Suites
- Photo and Video Editing
- Graphic Design
- Analytics Tracking
- Basic Design Principles
- Content Creation
- Hootsuite
- Mailchimp
- Google Optimization
- Video Communication
- Social Media Platforms
- HubSpot

EXTRA CURRICULARS

- Innovate LLC at Virginia Tech – Board Member
- Switzerland Study Abroad
- Entrepreneurship Club at Virginia Tech
- Film-Makers Club
- Sigma Kappa Sorority 2020
- Collegiate Women in Business

COLLEGE RECOGNITION

- Deans List: 2019, 2020, 2021, 2022, 2023
- Julian Burruss Scholarship
- JE & HH Justice Global Business Fund
- IDEO Experience Innovation Certificate
- HubSpot Inbound Marketing Certificate
- Pamplin Student Leadership Conference – Jan 2020