

KIERSTIN NOTARNICOLA

VP of Sales

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LINKS

[linkedin.com/in/kierstinnotarnicola](https://www.linkedin.com/in/kierstinnotarnicola)

SKILLS

Sales

Business Development

Marketing

Strategy

Leadership

Management

Communication

LANGUAGES

English

Dutch

HOBBIES

Golf

Basketball

Tennis

EMPLOYMENT HISTORY

VP of Sales at Yelp, CA

Apr 2022 - Present

- Led a sales team of 50+ people and achieved annual revenue targets.
- Grew market share in key markets by 20%.
- Increased customer satisfaction ratings by 10%.
- Negotiated and closed deals with major customers worth \$10M+.
- Implemented new CRM system that increased efficiency by 15%.

Senior Sales Manager at , CA

Sep 2015 - Feb 2022

- Negotiated and closed \$5 million in new business deals.
- Exceeded quarterly sales targets by 15%.
- Grew existing client accounts by 20%.
- Trained and developed 5 new sales reps, who went on to exceed their quotas.
- Won "Top Sales Manager" award for 3 consecutive years.

Sales Manager at Zynga, CA

Jul 2002 - Jul 2015

- Achieved 100% of quarterly sales targets for the team.
- Grew the team's revenue by 20% year-over-year.
- Developed and implemented a new sales strategy that increased close rates by 15%.
- Led weekly training sessions on various Sales topics such as objection handling and product knowledge.
- Recognized as "Sales Manager of the Year" by company.

EDUCATION

Bachelor of Science in Business Administration at UCLA

Aug 1997 - May 2002

I've learned how to communicate with people, how to work in teams, and how to think critically.

CERTIFICATES

Certified Sales Professional (CSP)

Apr 2021

Certified Sales Manager (CSM)

Mar 2020

MEMBERSHIPS

American Marketing Association

Sales Management Association