

CYNTHIA TRUJILLO

AREA SALES MANAGER | REGIONAL BUSINESS DEVELOPMENT LEADER

Territory Sales Management | B2B Business Development | Account Management | Fintech, Healthcare, Workforce Solutions
El Paso, TX | 915-312-5277 | CCH251@gmail.com | linkedin.com/in/cynthiatrujillo

PROFESSIONAL SUMMARY

Area sales and business development leader with 10+ years of experience owning multi-state territories and growing revenue in fintech/consumer finance, occupational healthcare, and B2B services. Managed a \$15M+ portfolio across ~355 merchant accounts, ranked among the Top 3 Area Sales Managers nationally, and built partnerships with owners and C-level decision-makers. MBA-credentialed, Salesforce-driven, bilingual (English/Spanish), and known for consultative selling, disciplined pipeline management, and retention-focused account growth.

CORE COMPETENCIES

Area Sales Manager | Territory Management | Territory Sales Growth | New Business Development | B2B Sales
Outside Sales | Field Sales | Account Management | Key Account Growth | Client Retention
Sales Quota Attainment | Revenue Growth | Sales Forecasting | Pipeline Management | Lead Generation
Consultative Selling | Solution Selling | Needs Analysis | Contract Negotiation | C-Level Presentations
Merchant Services | Channel Partnerships | Vendor Management | Staffing and Workforce Solutions
CRM: Salesforce, HubSpot | Microsoft Office Suite | Sales Reporting and Analytics | Sales Presentations
Market Analysis | Competitive Analysis | Cross-Functional Collaboration | Team Leadership
Bilingual: English and Spanish (fluent, written and verbal) | Multi-State and Border Market Experience

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER | Allegiance Staffing - El Paso, TX

Jan 2026 - Present

- Drive new-client acquisition across the El Paso and Southern New Mexico B2B market through targeted prospecting, cold calling, consultative discovery, and workforce-solution presentations to owners, HR, and operations decision-makers.
- Build and manage a qualified sales pipeline in CRM while developing long-term client relationships in English and Spanish; support proposals, pricing, service agreements, and account onboarding.

AREA SALES MANAGER | ACIMA Credit (Upbound Group, Inc.) - Texas & New Mexico

Sep 2020 - Jan 2026

- Managed a multi-state sales territory (Texas and New Mexico), owning a \$15M+ revenue portfolio and approximately 355 active merchant accounts.
- Ranked Top 3 Area Sales Manager company-wide; consistently exceeded monthly and annual sales quotas, earning multiple performance awards and production-based bonuses.
- Managed the full account lifecycle: cold calling and prospecting, onboarding, partner staff training, account growth, renewals, retention, and performance optimization.
- Used Salesforce CRM dashboards, sales forecasting, and market analysis to prioritize territory coverage and target high-potential accounts.

INDUSTRIAL DIRECTOR - BUSINESS DEVELOPMENT | Nova Medical Centers - El Paso, TX

Dec 2018 - Sep 2020

- Directed regional B2B business development and employer outreach for occupational healthcare services across West Texas and Southern New Mexico.
- Developed employer and HR/safety decision-maker relationships, diagnosing workforce health needs and winning new accounts.

BUSINESS DEVELOPMENT MANAGER | Securitas Security Services USA - El Paso, TX

Dec 2016 - Dec 2018

- Led regional B2B client acquisition, positioning customized security solutions around client operations, risk priorities, and budget requirements.
- Ran the complete sales cycle: prospecting, needs analysis, solution design, proposals, pricing negotiation, and contract execution.
- Reduced proposal turnaround time 30%, accelerating contract execution and win rates.

EDUCATION

Master of Business Administration (MBA) - Walden University, 2014

Bachelor of Science in Psychology - University of Phoenix, 2012

CERTIFICATIONS & LANGUAGES

Certified National Pharmaceutical Representative (CNPR) - Credential ID 729922-025, 2025

Languages: English and Spanish - fluent written and verbal (bilingual business proficiency)