



ERMELINDO FIGUEROA

SALES/MARKETING/MANAGEMENT/TRAINING

JOB@ERMELINDOFIGUEROA.COM

EXPERIENCE

Ultimate Headset Party — Founder/Executive Producer

September 2017 - January 2020 (inactive/pandemic)

- Brand Manager.
- Private events.
- Stage production.
- Equipment rentals.

RCN Telecom, Queens, NY — Bulk Markets Access Executive

May 2013 - July 2014

- New market development.
- Contract negotiations.
- Cost projection analysis.
- Business plan development including marketing materials.

Time Warner Cable, New York, NY — Retail Sales Specialist

September 2012 - April 2013

- Spearheaded established retention efforts against Verizon's aggressive expansion into Manhattan.
- Provided new strategic vision for revenue growth in the company's flagship Manhattan store.
- Helped deploy new product rollouts of VOIP, Roadrunner Mobile, and other non-cable TV services.
- New customer acquisitions, training, coaching, and oversaw enforcement of new company policies.

Time Warner Cable, Staten Island NY — Retail Sales Specialist/Trainer

January 2011 - August 2012

- Introduction to the company's products & policies at our newly rebranded sales center.
- Execution of winning sales strategies to new staff and new management.
- Liaison between corporate management and the local division.
- Spearheaded customer retention during Verizon FiOS's initial rollout into New York City and the Staten Island market.

MOBILE

212.933.4450

BUSINESS

888.708.5433

FAX

844.798.5433

MAILING ADDRESS

Ermelindo Figueroa
421 8th Avenue
8568
New York, NY 10001

AWARDS

Time Warner Cable
National Sales Winner
2011, 2012, 2013

Mobile Sales Award
Winner 2011, 2012

SVC Award
2003, 2008, 2013

LANGUAGES

English, Spanish

TECHNICAL

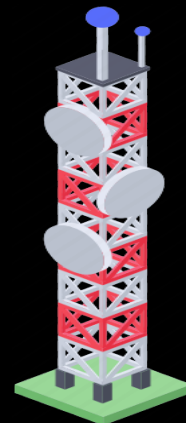
Web Design

Solutions Architect
(AWS/Cloud - ongoing)

EDUCATION

Borough of
Manhattan
Community College
(CUNY) 2004-2005

Business
Management/
Liberal Arts





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Unlimited Talent International — Company Founder.

2011 - Present

Time Warner Cable, Queens, NY — Retail Affiliates/Liaison

July 2003 - December 2010

- Pioneered new training strategies which were instrumental in boosting PSU (Primary Service Unit) and RCU (Revenue Generating Unit) activity with third party retail management and staff.
- Streamlined the sale process and training for our partners at PC Richard & Sons, Best Buy, Circuit City, Radio Shack and local retail outlets throughout the New York/New Jersey market.
- Free rein with the creation and implementation of marketing collateral and POP materials.
- Supported national online partnerships and managed Tw/CNYC Retail Speedy online booking tool.
- Supervised third party BDS marketing representatives, assigned CSR's, and order entry reps.
- Managed all internal CSC (data system) functions for the department including running the statistics reports, administering commissions, work order errors, and equipment reconciliation.

Time Warner Cable, New York, NY — Direct Sales/Lead Rep.

Feb 1998 - June 2003

- New customer subscriptions for cable television and broadband internet products.
- Retention.
- Collections (overdue balances, equipment, etc).
- Front Counter.
- Telemarketing.
- Competitive Markets/Special Markets.

PROJECTS

Operation GiveBag.

Operation GiveBag is a homeless assistance campaign providing hygiene products and food to the displaced members of local communities in New York City and New Jersey. This campaign is funded by Unlimited Talent International, private donations, and item donations on our [Amazon Wishlist](#).

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