

## Matias Rodriguez

matiasrod0628@gmail.com | 786-716-4136 | linkedin.com/in/matiasrod123

### EDUCATION

---

#### University of Central Florida

Orlando, FL

Bachelor of Science in Business Administration, Integrated Business

Expected Graduation: April 2027

### PROFESSIONAL EXPERIENCE

---

#### Nike Unite

Orlando, FL

Sales Associate | Product Expert

April 2024 - Present

- Facilitate technical product training for 15+ teammates to ensure service quality and consistent sales growth
- Exceed monthly sales targets by 12% by consultative selling and using strategic upselling of technical gear
- Maintain 99% accuracy across a 500+ SKU catalog for inventory fulfillment and operational efficiency

#### MonitAir

Miami, FL

Sales Development Representative

April 2022 - April 2024

- Achieved 30% lead growth in deals, CRM software, and AI automation to streamline cold outreach efforts
- Secured 3+ client meetings, maintaining a 30% closing rate through persistence and relationship building
- Managed rigorous KPIs of 100+ daily cold calls, converting 10% into qualified closed sales partnerships

### LEADERSHIP AND PROFESSIONAL DEVELOPMENT

---

#### Association of Latino Professional For America (ALPFA UCF)

Orlando, FL

Strategic Operations Committee Member.

February 2026-Present

- Coordinated with 7 committees and 50+ members to improve strategy and communication within ALPFA
- Resolved 5+ operational issues this semester for ALPFA, driving efficiency and strengthening collaboration
- Executed ALPFA's Golf tournament event by planning with 10+ sponsors and 36 teams (144 participants)

Member

August 2025 – Present

- Actively engage in 10+ professional networking events and leadership workshops, establishing 15+ contacts
- Collaborate with chapter leadership to execute development events, driving a 15% in student engagement
- Cultivate strategic partnerships with Fortune 500 recruiters and mentors, facilitating peer-to-peer mentorship

#### Sales Club

Orlando, FL

Member

October 2025 – Present

- Refining consultative selling, objection handling, and negotiation skills through role play and simulations
- Analyze consumer behavior insights, translating industry trends into actionable sales growth strategies
- Competed in internal sales pitch competitions, consistently ranking in the top 20% on product sales value

#### Golf Club

Orlando, FL

Member

October 2025 – Present

- Leverage high-level recreational networking to foster relationships with business and community leaders
- Maintaining a handicap while demonstrating persistence and mental endurance in a fast-paced environment
- Coordinate monthly club outings, managing group dynamics and schedules for up to 30 golf club members

### ADDITIONAL INFORMATION

**Languages:** English | Spanish | Portuguese

**Technical Portfolio:** CRM Databases | AI & Sales Automation | Power BI | Data Literacy | Claude AI

**Core Competencies:** Anatomy & Medical Techniques | Regulatory Compliance | Pipeline Management | Negotiation

**Interests:** Golf (Targeting sub-85) | Sneaker & Hat Collecting | Local Coffee Culture | Live Sports Enthusiast | Urban Exploration & Travel