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Communications professional with strong sales, customer service, and writing experience determines employers' needs and connects them to job seekers' strengths, creating compelling, powerful career search documents (resumes, cover letters, and more).

Work experience

Stories that Sell (5/2011—present)

Professional Resume writer/web content writer

Interview job seekers, learning of accomplishments, skills, and qualities that demonstrate just what employers crave—often skills and accomplishments job seekers don't even realize they have. Then, use powerful storytelling techniques, writing skills, and research to craft those things into powerful, unique resumes and cover letters that bring seekers' personal brands to life from the employer's perspective, all the while integrating vital short and long tail SEO keywords to help employers find them.

Also use similar techniques to drive sales growth in small businesses through blog articles and web content.

Resume and cover letter writing skills

- The cofounder of one of the largest automobile dealership groups in Texas needed something impressive to promote his leadership abilities to potential investors in a new business venture. Created for him a resume that powerfully detailed his rise to company leader, showing that he had just what it would take to create another business success.
- A trading and sales professional with many years of experience as a sole proprietor wished to expand his experience and client base by joining a major financial firm. Interviewed him and crafted a resume

and cover letter that turned his entrepreneurial experience into a strength that would attract potential employers.

Blogging and web content

- Rhino Overhead Door-While working on web content for a local garage door installer/repairman, researched and anticipated the main (and often emotional) concerns that his target market—homeowners—would have and then created web content for his business web site, RhinoGarageDoors.com, that addressed those concerns from their point of view, building a bridge of trust with them.
- Andrea Fremiotti-created articles of interest to professional and amateur photographers, as well as inspirational articles and technical reviews of the latest photographic equipment to draw clients to this respected photographer's web site.
- The Christmas Company-This Fort Worth, Texas holiday lighting display company longed to drive more traffic to their company web site and store. To do so, created for them articles on the excitement their displays can create for households and businesses during the Christmas season.

Research

- While writing for the Christmas Company, researched the best lighting displays around, as well as the challenges that came with creating them. Then, wove them into stories in each article, using mood and in-context SEO keywords to not only drive visitors and page hits, but also to show how the Christmas Company's products and services would put their displays on the map, too.

Testimonials: Writing skills

- "A very skillful wordsmith/copywriter. He will make your resume/cover letter with an edge. Awesome writer. Will definitely hire again."
- "Ted is a true pro! He listens to your needs and produces them gracefully!"

- “Thanks to Ted, my project is turning into a professional marketing tool that will help my company tremendously!” (health and fitness, offline manual)
- “Ted quickly and professionally brought my company’s strengths to life. I will definitely work with him again.”

Neiman Marcus (10/2012—present), *Customer Care agent/Sales*, Irving, TX

While taking orders, communicate with customers over the phone to quickly and cordially place their orders, all the while helping them find fine luxury items that please.

Marketing and sales skills

- Analyze customer conversations on the fly, determining their needs while upselling—suggesting additional items to enhance their purchase and increase profits.
- Verbally resolve customer concerns and complaints in a positive, tactful manner.
 - December 2013: Calmed and reassured customers about purchasing over the phone. Word had gotten out that someone had compromised certain sensitive credit card information from some of our company stores. Learned customers’ concerns and set their minds at ease about our information security during our busiest shopping season.

Customer service skills

- Analyze and follow up on orders, including ones with multiple issues, all while calming the customer, getting to know their concerns and needs, letting them know they are important, and analyzing notes detailing the problems and deciding on appropriate solutions.

Research

- Quickly seek out answers to customer questions on fashion and other items using both Neiman Marcus internal web sites and external resources.

Accomplishments

- Placed in the top 20% of our customer service/customer communications performers for the 6 months ending January 2015.
- May 2014-Jan 2015: Earned company G.E.M. Awards for 5 months by delivering ‘excellent customer service, quality, and creativity.’

Mohegan Sun (8/2002-2/2009), *Room Reservation Agent*, Uncasville CT

Welcomed potential patrons to one of this country’s largest hotel-casino attractions as they called in to reserve hotel rooms. Listened to their situation, determined their needs, and used persuasive verbal communications to show just how much they would enjoy staying with us.

(Note: Continued in this position until moving to Georgia to attend the Portfolio Center Advertising School.)

Marketing and sales skills

- Used vibrant, persuasive action words and customer communications to encourage callers to reserve higher-rate rooms and suites, increasing both their comfort and company profits.
- Vibrantly described Mohegan Sun’s many attractive dining, entertainment, and shopping options—as well as its overall fun and exciting atmosphere—to entice callers to stay.

Research

- Quickly sought out information on Mohegan Sun’s restaurants, shopping, and entertainment offerings to enhance the stays of patrons.

Accomplishments:

- Successfully convinced callers to reserve rooms on 22% of customer contacts (twice the normal sales conversion rate) in just my second month on the job, later duplicating or surpassing the feat several more times.

Education

Portfolio Center (4/2009—4/2011), Atlanta GA

Completed 2-year certificate program in sales communications in the form of copywriting at a well-respected advertising portfolio school, gaining hands-on experience in

- Campaign concepting.
- Professional copywriting techniques (B2B and B2C).
- Analysis—translating complex product features into 1 or 2 compelling consumer benefits.

Computer skills

- Microsoft Word, Microsoft Excel, Microsoft PowerPoint