HERRICK HOFFMANN-ORDONEZ

Springfield, VA | herrickhoffmannordonez@gmail.com
linkedin.com/in/Herrick-hoffmann-ordonez | herrickhoffmannordonez.com

SUMMARY

Bilingual (English/Spanish) sales rep with 2+ years in telecom retail and outside sales, including a #1 companywide ranking at T-Mobile and a field role where I beat my weekly lead goal and closed 80% of qualified appointments. Comfortable cold-calling, knocking doors, and running a deal from first contact to signature. Also a self-taught builder who launched CRM software that is live in production, so I learn tools quickly and know how a sales pipeline actually works. Seeking a business development, inside sales, or customer-facing sales role.

SKILLS

Sales: Outbound prospecting, cold calling, door-to-door canvassing, lead qualification, needs-based selling, product demos, closing

Tools & Ops: Pipeline and CRM tracking, territory planning, quota attainment, competitor comparison, SQL/Postgres, Python, WordPress

Languages: English (native), Spanish (native)

EXPERIENCE

Field Sales Representative | TruGreen, Sterling, VA Mar 2026 - Jun 2026

- Generated an average of 4 new leads per week against a goal of 3 (33% over target) by cold-calling and canvassing door-to-door across an assigned territory.
- Closed 80% of qualified appointments into signed lawn-care contracts through on-site property assessments and consultative presentations.
- Logged every lead and follow-up, and worked with the sales team to prioritize high-probability accounts.

Retail Sales Consultant | AT&T (Portables), Alexandria, VA Jul 2025 - Oct 2025

- Met or exceeded monthly sales targets on devices and "Beyond the Smartphone" (BTS) add-on products.
- Turned technical specs into plain-language value for customers choosing plans, devices, and accessories.
- Served walk-in customers in English and Spanish, including bilingual households other reps could not fully serve.

Retail Sales Representative | T-Mobile (Wireless Vision), Vienna, VA Jan 2024 - Jun 2025

- Ranked #1 companywide in total sales and BTS attachment for April 2025, across every store in the organization.
- Closed new customers through proactive outreach, needs assessment, and tailored recommendations.
- Earned repeat visits and referrals by building customer relationships, and won side-by-side comparisons by tracking competitor offers.

Earlier roles | Outbound Picker, Amazon Fresh (2022-2023); Crew Member, McDonald's (2021)

FOUNDER EXPERIENCE

Founder | Breadlington Holdings LLC 2026 - Present

- Jobsill: built and launched lead-generation and CRM software for trades businesses, live in production. First customer is a family-owned shower door company in the DC metro, and the platform is built to be sold to other companies.
- ScoutIndex (scoutindex.net): built an NFL statistics database and website with a Postgres backend, Python data pipeline, and Next.js front end, with SEO groundwork across roughly 26,000 indexable pages.
- The Communard (thecommunard.com): launched a news publication on WordPress with a custom theme, breaking-news ticker, and dedicated opinion section.
- Built working simulation prototypes for original strategy and sports-management games in Godot and Unity.

EDUCATION

Associate of Arts, Government and International Politics Expected 2027

Northern Virginia Community College, Annandale, VA