

# RAUL VASQUEZ III

Dynamic sales professional excelling in crafting and executing customized digital solutions to drive unmatched customer satisfaction and exceed sales targets. Specialized in turning challenges into opportunities, leveraging innovative strategies as a key force multiplier to boost growth and profitability.

- 251.366.2813
- raul@raulvasquez.work
- raulvasquez.work
- LinkedIn Profile
- New Orleans, LA

## WORK EXPERIENCE

### MOVEMENT MORTGAGE

Branch Manager

9/2014 - Present

Hybrid Remote x New Orleans, LA

- Cultivated and sustained partnerships with real-estate professionals to generate mortgage leads totaling \$110m in mortgage volume individually.
- Responsible for managing interoffice relations, facilitating the productivity of the local sales and support staff with the back-office teams located in operations centers nationwide.
- Core member of Louisiana management team overseeing record breaking \$900m of originated sales volume from 2020-2022.
- Designed and built custom tools utilized by local sales staff to rapidly generate comparable mortgage scenarios.
- Appointed to the Technology Advisory board from a pool of 2,500+ peers. Responsible for pilot testing programs, recommending usability or feature improvements, identifying issues, and reporting bugs before an application rolls-out to the national sales team which accounts for \$33b in annual mortgage volume.
- Consulted on improvements to the company's database structure as part of multi-phased migration to the Microsoft Dynamics CRM platform.
- Hand-selected to oversee the marketing service agreements for local real estate brokerages accounting for \$350m in yearly real-estate transactions.

### JP MORGAN AND CHASE BANK

Private Client Mortgage Loan Banker

9/2013 - 9/2014

New Orleans, LA

- Generated new business opportunities by driving expansion and promotion of JP Morgan Chase mortgage products both internally and externally.
- Responsible for the generation of new customer prospects while maintaining current customer relationships.
- Executed the development and implementation of a successful referral process across multiple branches of the company.
- Trained cross departmental staff on sales techniques, mortgage processes and products.

### ADVANCE MORTGAGE & INVESTMENT COMPANY

Mortgage Loan Officer

6/2012 - 8/2013

Mobile, AL

- Federally certified mortgage loan originator in Alabama, Florida, Mississippi, Tennessee, and Louisiana.
- Increased mortgage loan portfolio by developing business contacts; attracted new mortgage customers; cultivated referrals from existing relationships; completed mortgage loan applications, processing and closing.
- Assisted in the design and creation of lead routing rules for incoming contact distribution, and VOIP integration to auto connect incoming leads instantly with eligible sales staff.
- Created a commission tracking system for monitoring employee earnings and compliance with the requirements for loan originator compensation under the Dodd-Frank Act.

### PLANET DIRECT SALES

Vice President of Sales / Director of Operations and Sales

2006 - 2012

Southeast Regional

- Expanded outside sales program from Mobile and Baldwin County, Alabama to additional markets in Pensacola, Florida, and Biloxi, Gulfport, Vicksburg and Jackson, Mississippi leading to nationwide adoption of the strategy by AT&T corporate.
- Implemented quality control systems for tracking sales, phone calls, and customer follow-ups.
- Increased sales from an average of 45 units to 92 units monthly per location.
- Developed training material, improved commission structure, and an expansion plan for continued growth.
- Assisted from start to finish in completing a \$4.5 million buyout of Cellular Express Plus, thus expanding Planet Cellular from 52 stores to 84 stores.
- Attained ranking as the #1 retailer for AT&T in the Southeast region and #4 nationwide.
- Earned 9 of the top 12 spots in AT&T's power-rankings amongst 154 competing locations.
- Developed deal approval spreadsheet using visual-basic and excel – implemented in 84 stores company wide.
- Responsible for hiring and training of management and staff, developing marketing focuses and strategies, opening new locations, maintaining and growing new relationships with AT&T corporate, and ensuring compliance with policies company wide.

## INDIVIDUAL PROJECTS

### PREAPPROVAL.DIRECT

Owner and Creator

7/2021 - Present

Remote Worker

- Completed front-end and back-end development of a secure web-based interface to generate mortgage related forms, calculations and documents on the fly with download and email capabilities.
- Rolled out on AWS Lightsail with AWS S3 storage via custom Docker containers. Migrated successfully to Oracle Cloud October 2022 without downtime.
- Coded primarily in JavaScript, Python, with PostgreSQL as the database backend.
- Integrated Google Cloud Platform's OAuth2 API to provide secure two factor authentication.
- Sought out by the CEO of LIXI for consultation regarding the potential integration of the back-end system, exploring various usage scenarios for creating a framework to generate custom UIs and forms adhering to data standards across the Australian mortgage lending industry.

### SALES AND MARKETING

Present

- Created custom automated reports in PowerBI using raw datasets pulled from the Domo business intelligence platform, pulled via their developer API, to identify, track, and cultivate sales opportunities.
- Developed custom BeautifulSoup Python web scrapers to aggregate realtor information from the local real estate board and integrated the retrieved data into our marketing platform.

## SKILLS

### Sales

- Full-Cycle Sales from lead cultivation, negotiation, to close
- Prospecting and Lead Generation
- Sales Pipeline Management with Salesforce and Microsoft Dynamics CRM
- Relationship Building and Account Management
- Strategic Planning and Goal Setting
- Highly Adaptable Problem Solver
- Training and Education

### Technical

- Highly proficient with Microsoft Excel, Visual Basic, and PowerBI.
- Remote and Hybrid work utilizing Teams, Sharepoint, Zoom, and Trello
- Familiar writing code in JavaScript, Python, HTML and CSS programming and markup languages.
- Versed in relational-database creation, design, implementation, and administration – primarily MySQL, and PostgreSQL.
- Experienced with cloud computing platforms including AWS, Oracle Cloud, and Google Cloud.
- Knowledgeable with building, managing, and deploying virtual machines and Docker container systems.

## EDUCATION

### University of South Alabama

Mitchell College of Business, 2008-2011

- Major: Entrepreneurship
- Recognized on Dean's and President's List
- Peachtree Scholarship Recipient
- National Venture Scholar

### Alabama School of Mathematics and Science

- Admitted into exclusive three year program
- National Honor Roll
- Earned concentrations in Biology and Computer Science

## HOBBIES

Competitive Men's League Soccer Player Since 2012

Historic Home Renovator

Vintage BMW Restorations

Gulf Coast Surfer

Live Music Enthusiast