

# Ronny Veno

## Marketing Specialist

469-403-0435

Irving, Texas

[ronnyveno@gmail.com](mailto:ronnyveno@gmail.com)

### Profile

Dynamic and strategic Marketing Specialist with 8 years of experience specializing in event marketing, campaign management, and lead generation. Expert in planning, executing, and optimizing high-impact events—from trade shows and local events to corporate conferences—that drive brand visibility and generate qualified leads. Skilled in managing cross-functional teams, vendor relations, and budgets to deliver seamless event experiences aligned with business goals. Adept at using CRM and marketing automation tools to track performance, nurture leads, and improve ROI. Recognized for creative problem-solving, leadership, and delivering measurable results in fast-paced environments.

### Education

Irving High School – Diploma

### Skills

- Sales Strategy & Lead Generation
- Team Leadership & Mentoring
- Customer Service & Relationship Management
- CRM Software (Salesforce, Microsoft Office, Outlook)
- Public Speaking & Presentation
- Strategic Planning & Budgeting

### Experience

#### **Window Nation**

Event Marketing Agent - 2025- Present

- **Engaged with over 100 daily event attendees**, identifying qualified prospects and generating high conversion leads for window replacement services through strategic, personalized interactions.
- **Delivered expert product knowledge and competitive insights**, effectively positioning solutions to meet customer needs and driving interest in on-site demonstrations.
- **Maintained a consistent 1:1 hours-per-set ratio**, demonstrating exceptional efficiency and focus on lead generation across high-traffic event environments.
- **Ranked among the top 3 performers company-wide**, recognized for consistently exceeding performance benchmarks and contributing to team success.
- **Averaged one product demo every three hours**, outperforming team averages and driving measurable impact on campaign ROI.
- **Trained and mentored new marketing specialists**, sharing best practices and lead generation strategies to elevate team performance and onboarding success.

## **Globe Life Liberty National**

Supervising Agent - August 2024-2025

- **Exceeded weekly engagement targets** through proactive PAC (Pre-Authorized Contact) calling campaigns, driving consistent lead generation and client outreach.
- **Managed over 60 in-person walk-ins weekly**, delivering personalized insurance consultations and tailored policy solutions to meet diverse client needs.
- **Led on-site workplace enrollment visits**, increasing employee participation in insurance products through strategic presentations and one-on-one guidance.
- **Oversaw client account management**, including billing, policy updates, and payment compliance, ensuring accuracy and customer satisfaction.
- **Mentored and developed new agents**, with two team members promoted to Supervising Agent roles under my leadership and coaching.
- **Collaborated with management** to refine KPIs, enhance training tools, and strengthen overall sales strategy, contributing to improved team outcomes and operational efficiency.

## **Pella Windows and Doors**

Event Specialist – June 2024- December 2024

- **Engaged with over 100 daily event attendees**, identifying qualified prospects and generating high conversion leads for window replacement services through strategic, personalized interactions.
- **Delivered expert product knowledge and competitive insights**, effectively positioning solutions to meet customer needs and driving interest in on-site demonstrations.
- **Maintained a consistent 1:1 hours-per-set ratio**, demonstrating exceptional efficiency and focus on lead generation across high-traffic event environments.

## **Sherwin-Williams**

Assistant Manager – February 2017- March 2024

- **Led division in new account acquisition**, averaging over 150 new commercial accounts annually, contributing more than \$500,000 in new sales revenue year over year.
- **Supported sales operations for commercial paint products**, assisting in client acquisition, account management, and project coordination across multiple sectors.
- **Collaborated with sales managers** to develop customized paint solutions for commercial clients, ensuring product suitability and compliance with industry standards.
- **Managed inventory levels** and coordinated with suppliers to maintain stock availability and timely delivery for ongoing projects.
- **Provided technical product knowledge and application guidance** to clients and contractors, enhancing customer satisfaction and repeat business.
- **Tracked sales performance metrics and supported reporting efforts** to identify growth opportunities and improve team efficiency.
- **Trained and supervised junior sales staff**, fostering product knowledge and customer service excellence.
- **Partnered with marketing teams** to support promotional campaigns and trade events, increasing brand visibility and lead generation.

## **Renewal by Anderson**

Event Specialist – March 2018- March 2021

- **Engaged with over 100 daily event attendees**, identifying qualified prospects and generating high conversion leads for window replacement services through strategic, personalized interactions.
- **Delivered expert product knowledge and competitive insights**, effectively positioning solutions to meet customer needs and driving interest in on-site demonstrations.
- **Ranked among the top performer company-wide**, recognized for consistently exceeding performance benchmarks and contributing to team success.
- **Averaged one product demo every three hours**, outperforming team averages and driving measurable impact on campaign ROI.