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# ANDREA ROJAS

602.965.7824 | rojasandrea97@gmail.com | Denver, CO

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## SALES AND BUSINESS DEVELOPMENT LEADER

Secured \$1.5M in Corporate Partnerships with Coca-Cola, Marriott, and Sysco

NCAA Division II Retired Women's Basketball Coach and Colorado College Athletic Director with > **15 years of experience closing \$100K+ Fortune 500 corporate sponsors and partnerships**. Bring vision behind complete marketing rebrand of Denver College athletic program and experience as spokesperson to local media (television, radio, and print). Operate through influence and gifted with powerful persuasion, strong negotiation skills, and the ability to collaborate as a team player. Seeking to leverage tough competitive spirit and transition into strategic outside sales or business development.

### Knowledge, Skills & Abilities

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Sales Strategy | Prospecting and Cold Calling | Relationship Building | Teamwork | Customer Service Skills | Executive Presentations  
Contract Negotiations | Strategic Planning | Communication Skills | Marketing Strategy | Consultative Sales | Business Plans

### Professional History

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#### Stay at Home Parent | Texas and Colorado 2020 – Present

Took time off from paid employment, traveled, and worked as a SAHM of two (2) children. Successfully kept both children fed, prepared for school, and active in sports while serving as a chef, teacher, hostage negotiator, CFO, and drill sergeant.

#### Denver College | Athletic Director and Head Women's Basketball Coach | Denver, AZ 2007 – 2020

Hired as Head Women's Basketball Coach and promoted to Athletic Director in 2010. Managed a \$1M annual budget, 30 employees, and 300+ student-athletes. Transformed a hostile environment with little trust into a positive, teamwork-oriented department that genuinely reflected the values of the Denver Community College District.

- **Increased business development and fundraising by 50%.** Generated \$1.5M from private donations and corporate sponsorships. Personally reached out to Fortune 500 companies and negotiated valuable sponsorships.
  - Drove 20% YOY growth with a new marketing strategy; designed a new logo, press materials, and marketing collateral
  - Rolled out a strategic social media plan and attracted thousands of new followers
  - Negotiated sole rights to new logo and all associated retail sales; generated \$10K/year
  - Secured one-time, \$300K donation from an alumni
- **Expanded program reach exponentially.** Won allies as the 1<sup>st</sup> director to hire a full-time Public Information Director and Success Coach.
- **Live-streamed more than 100 events/year**, including graduation. After local broadcasts turned national, successfully raised new student inquiries, and introduced new visibility.
- **Added \$150K in new revenue to support game-changing programs.** Prospected/raised \$150K in donations to fund a capital project, The Center for Athletic Victory and Education (CAVE), a one-of-a-kind athletic and academic resource facility for student-athletes.
- **Served as athletic department spokesperson for press conferences with up to 12 media outlets, including FOX, NBC, CBS, and ABC affiliates.** Demonstrated professional polish and was a sought-after keynote speaker at conventions and events (audiences up to 500).
- **Broke the glass ceiling.** Won two *Innovation of the Year Awards*, was honored as *Denver College Woman of Distinction*, and remain the *only* female athletic director in the history of Denver Community College District at a school with a football team.
- **Elected as the President of the Colorado Community College Athletic Conference**, an organization comprised of 16 colleges, 259K students across the state, and 3.5K student-athletes.

#### California State University | Head Women's Basketball Coach | NCAA Division II 2001 – 2005

#### Indiana University | Assistant Women's Basketball Coach | Team made the Sweet 16 1998 – 2001

### Education

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Master of Education in Curriculum & Instruction | Indiana University 2004  
Bachelor of Science in Exercise Science | University of California, Los Angeles 1995

**The challenge with this difficult transition resume was twofold. First, Andrea had a gap in her employment history of more than one and a half years. Second, she wanted to change careers from higher education administration to sales. The result was a 4-month job search culminating in a fantastic job offer, which Andrea gladly accepted.**

Typically, when I work with clients who need help with a transition, the roadblock is comprised of a single hurdle (e.g., a stay-at-home parent returning to work, career change, transferrable skills vs. direct experience, felony, job hopping, etc.). In Andrea's case, she had multiple barriers. To overcome the lack of direct experience in sales, I opened by stating her target job niche, "Sales and Business Development," followed by her #1 sales-oriented accomplishment from her prior role (quantified and including a Fortune 500 name drop). This strategy established sales authority immediately.

In the executive summary, I led with Andrea's NCAA coaching credentials. While not related to sales, I have observed that athletes have an edge as job applicants and are often given preference over candidates perceived as unathletic. As her target is likely to find this compelling, I chose to highlight Andrea's athleticism and reinforce her brand of competitive spirit – a frequent requirement in business development roles. I also mentioned her marketing experience and comfort in communicating to large audiences such as print and televised media. I closed the section by stating Andrea's goal to transition into sales.

After the short list of keywords, I began Andrea's professional history by not hiding the gap. My strategy is 100% transparency mixed with a bit of humor. Since most candidates who leave the workforce to care for family members or children try to mask, hide, or even apologize for their choices, I always go the opposite direction. Mixing in humor is so unexpected, that when I use this strategy on a resume, it has been so wildly successful that I have had clients get on-the-spot job offers. Unorthodox? Absolutely. Effective? Yes!

In the professional history section, I began each bullet with an accomplishment and filled as many spots as possible with quantifiable, potentially transferrable achievements.