



LUIS NEIRA

SALES & STRATEGY ANALYST

CONTACT

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Worldwide

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EDUCATION

2012 - 2013

MESA COMMUNITY COLLEGE

- Majored in Political Science, with a minor in Business Psychology.

2014 - 2016

PARAHEALTH PROFESIONALS

- North Scottsdale Scholar in Medical Science with a 3.6 GWAGPA: 3.8 / 4.0

SKILLS

- Strategic Task Management
- Leadership in Sales
- CRM Software proficiency
- Bilingual Communication
- Adaptive Persuasion
- Meta Ads
- Lead generation
- Reporting & Analytics

LANGUAGES

- English (Native)
- Spanish (Native)

PROFILE

Business and Strategy professional with 6+ years of experience driving revenue growth, leading cross-functional teams, and analyzing market performance. Proven track record scaling operations (3→22 reps) and generating \$6.3M+ revenue. Skilled in data analysis, reporting, and strategic decision-making.

WORK EXPERIENCE

Community Electricity (Remote)

Dec 2022 - Mar 2026

VP of sales

- Led a remote team selling solar across the U.S. and Puerto Rico, overseeing sales operations, marketing, and lead generation. Scaled the team from 3 to 22 reps while building remote sales systems and generated over \$6.3M in revenue through high-ticket solar sales

ET Finance (Cyprus)

Dec 2019 - Jan 2021

Financial advisor

- Oversaw and managed client portfolios, including share monitoring and market analysis to identify risks and execute new operations.
- Retained customers accounts preventing withdrawals.

Selectra (UK)

Jan 2018 - Dec 2019

Energy Consultant

- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials.

BCC Corporate (Spain)

Feb 2018 - Dec 2018

Finance Administrator

- Provided professional support to EU clients, ensuring confidentiality and addressing account-related queries efficiently.
- Demonstrated expertise in banking regulations and account ownership types, adeptly handling multitasking, organization, and effective communication to assist customers with their account concerns.

Direct Energy (US)

Jun 2016 - Feb 2018

Business energy consultant

- Led retention strategies for key corporate energy contracts, managing billing, issue resolution, and detailed contract transmissions
- Recognized as a four-time Employee of the Month, contributing to a total revenue increase of \$1.4 million in 2017.

AWARDS

Selectra UK
(top salesman 2019)

Direct Energy US
(top-gun award 2017)

Seletra UK
(employee of the year 2018)

Direct Energy US
(employee of the year 2016)