

# Varrel Putra

*sales & marketing strategist*

varrelputra.com

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## EXPERIENCE

### 01 Sales Consultant

feb 2025 – present

*Coastal Ford Burnaby*

Full-Cycle Sales Professional — Owned the complete client journey from prospecting through post-sale support, consolidating responsibilities typically split across BDC, sales, product, and delivery teams.

- Managed full-cycle sales from prospecting through delivery, consolidating responsibilities typically split across BDC, sales, product specialists, and delivery teams
- Designed structured retail workflows focused on consultative selling and elevated ownership experiences in premium automotive environment
- Delivered technical product consultations covering EV functionality, driver-assistance systems, and infotainment platforms

### 02 Creative Strategist

jan 2025 – mar 2026

*Killing Floor Consulting*

Advised early-stage brands on positioning, offer design, and sales process refinement, operating as a hybrid marketing strategist and commercial consultant.

- Advised early-stage brands on positioning, offer design, and sales process refinement as hybrid strategist and commercial consultant
- Developed brand positioning frameworks emphasizing differentiation and long-term equity over trend-based marketing
- Built streamlined brand systems enabling founders to communicate value across digital and retail touchpoints

## MISSION

**A** *builder of things that endure.*  
Consultative sales professional with a track record of guiding clients through complex purchasing decisions and delivering elevated ownership experiences. Seeking a role that values autonomy, strategic input, and client advisory capability.

## LEVERAGE

### SALES

Full-Cycle Sales  
Pipeline  
Management  
Consultative Selling  
Negotiation  
PBS CRM

### MARKETING

Brand Strategy  
Content Direction  
Offer Design  
Performance Media  
Campaign  
Management

### CREATIVE

Creative Direction  
Copywriting  
Adobe, Figma Suites  
Art Direction

### OTHER

Public Speaking  
Presentation  
Team Leadership

## CERTIFICATIONS

**Vehicle Sales Authority — Salesperson License**

License #203028 · Exp. Mar 15, 2027

*“Sales is communication.  
Marketing is belief.”*