

# Tony Pleitez

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## EDUCATION

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**Texas A&M University, Mays Business School**  
*Master of Business Administration*

College Station, Texas  
December 2024

**Texas A&M University-Corpus Christi**  
*Bachelor of Business Administration*  
GPA: 3.12/4.0

Corpus Christi, Texas  
May 2022

## EXPERIENCE

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**Apple Inc.**

Houston, Texas

*Product Zone Specialist*

September 2022 – June 2023

- Uncovered customer needs by using strong communication skills in order to find specialized solutions for each customer
- Resolved customer concerns using negotiation and problem solving skills which boosted my sales to \$100,000+ per month
- Maintained Net Promoter Streaks (NPS) of 10 and above consistently throughout my employment. The most used adjectives in the NPS comments were “Very helpful”, “Professional”, and “Friendly”
- Dominated store goals by earning over \$140,000 in sales in the first 30 days on the sales floor and maintained steady increase for store-tracked metrics

**Volkswagen of Corpus Christi**  
*Business Development Manager*

Corpus Christi, Texas

August 2020 – May 2022

- Managed a team of four Business Development agents to drive business into the dealership through various lead generation tactics
- Handled four social media pages which totaled over 125,000 followers as well as Customer Relationship Management (CRM) tools, such as eLeads and Car wars, which increased sales 27%
- Demonstrated innovation and creativity by instituting new marketing tactics which increased our showroom numbers by 32%
- Surpassed company productivity records and sold 27 cars in one month, 80% over our goal of 15 sold cars per month
- Offered support and took on additional responsibilities to assist customers and the entire dealership team especially during the peak times like the Winter and Summer sales events

## LEADERSHIP & INVOLVEMENT

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**Phi Gamma Delta**

Corpus Christi, Texas

*President*

Nov 2021 – May 2022

- Instituted the Provisional Chapter of Phi Gamma Delta at Texas A&M University-Corpus Christi with 12 active members
- Built and maintained relationships with the Interfraternity Council as well as other 5 Greek societies on campus.
- Organized day to day responsibilities in order to stay deadline-driven, meeting goals of both the Fraternity and The Interfraternity Council.

## SKILLS, ACTIVITIES & INTERESTS

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**Languages:** Fluent in Spanish.

**Activities:** Latino @ Apple diversity group

**Interests:**

- Active lifestyle
- Apple enthusiast
- Computer building