

Dan Ferrena

✉ danferrena@gmail.com

☎ (386) 318-6468

👤 PROFILE

Results-driven sales and training professional with 10+ years of experience leading field sales, merchandising, and retail marketing programs for nationally recognized brands. Skilled in coaching sales personnel, delivering product training, conducting field observations, and developing high-performing teams. Known for building strong relationships, communicating complex concepts effectively, and helping organizations improve sales performance and execution.

🎓 COLLEGE EDUCATION

University of Central Florida, Bachelor of Arts

2012 – 2014

Major: Communications

Minor: Business Admin/Entrepreneurship

Daytona State College, Associate of Arts

2010 – 2012

Liberal Arts

Daytona State College, Associate of Science

2009 – 2011

Audio Engineering/Music Technology

🧠 CORE COMPETENCIES

CRM Platforms - Salesforce, ServiceNow, SAP, Qtrax360

Business Systems - Microsoft 365, Workday, UKG, ADP, Concur

Training & Development - Virtual Presentations, Video Conferencing, Team Training, Public Speaking

Creative Media - Photography, Videography, Graphic Design, Video Editing, Audio Editing, Social Media Marketing

Technology Expertise - Audio Engineering, Systems Integration, Consumer Electronics, Networking, Technical Troubleshooting



PROFESSIONAL EXPERIENCE

2020 Companies

Selected for a wide range of sales, leadership, merchandising, training, and lead generation programs over a decade-long partnership supporting national brands across multiple retail channels. Contributed to team leadership, program development, process improvements, retail partner engagement, and field operations initiatives while working closely with both client stakeholders and agency leadership.

- (2026-2026) – Empire Today Lead Generator
- (2025-2025) – Meta Sales Specialist
- (2024-2024) – Intel Retail Promoter
- (2024-2024) – ReBath Lead Generator
- (2023-2023) – Shared Services Merchandiser
- (2022-2022) – Samsung Experience Consultant
- (2022-2022) – Samsung Virtual Brand Representative
- (2017-2019) – Sennheiser Field Sales Manager / Team Leader
- (2015-2016) – JBL Field Sales Manager

Actionlink - Acosta Group

Supported premium consumer brands through product demonstrations, customer engagement, merchandising, and experiential retail programs. Specialized in creating interactive product experiences that increased customer confidence, product awareness, and purchase consideration across multiple retail environments.

- (2025-2025) – Sonos Sales Specialist
- (2024-2024) – Nespresso Coffee Advisor
- (2023-2023) – Intel Retail Promoter
- (2023-2023) – Merchandising Specialist
- (2016-2016) – Sony Sales Advisor

BDS Connected Solutions

Supported retail execution, merchandising, product demonstrations, and brand advocacy programs across multiple consumer technology categories, including mobile, smart home, wearables, computing, and virtual reality. Developed expertise in retail operations, planogram compliance, customer engagement, and representing emerging technologies in fast-paced retail environments.

- (2024-2024) – Meta Sales Representative
- (2024-2024) – Qualcomm Brand Ambassador
- (2023-2023) – Whoop Brand Influencer
- (2023-2023) – Retail Merchandising Specialist
- (2022-2022) – Amazon Alexa Brand Influencer
- (2020-2022) – Motorola Market Development Manager

Premium Retail Services - Acosta Group

Managed territory-level sales and brand development initiatives for leading consumer electronics brands across multiple retail channels throughout Central Florida. Recognized for driving retailer engagement, supporting store-level sales teams, and facilitating district-level training events focused on sales growth, operational excellence, and market performance.

- (2023-2024) – Google TV Experience Manager
- (2022-2023) – Samsung Market Sales Manager

Marketsource

Led field training initiatives for connected home networking and smart security brands across Central and West Florida. Developed custom training content, managed a large multi-market territory, and delivered both in-store and district-level training programs that improved retail partner engagement, product knowledge, and sales readiness.

- (2019-2020) – Eero Market Trainer

Mosaic Sales Solutions - Acosta Group

Represented leading technology brands through consultative sales, product education, and customer support initiatives focused on mobile devices, consumer electronics, and productivity solutions. Developed expertise in guiding purchase decisions, onboarding new users, and helping customers maximize the value of their technology investments.

- (2022-2023) – Microsoft Product Advisor
- (2016-2017) – Huawei Brand Ambassador
- (2016-2016) – Samsung Experience Consultant

Creative Channel Services

Supported experiential marketing programs for wearable technology and educational STEM toys through live demonstrations, interactive retail events, and hands-on customer engagement. Specialized in creating memorable product experiences that increased consumer awareness and interest.

- (2017-2018) – Tech Toys Sales Representative
- (2017-2017) – Fitbit Brand Ambassador