

LEE JOSEPH LOBELLO

Sales and Logistics Professional

(865) 567-2401



leejlobello@gmail.com



101 Venus Road, Oak Ridge, TN 37830



COVER LETTER

Dear TLD HR Team,

I am writing to express my interest in the Area Sales Manager position. With over five years of progressive experience in sales and logistics, including more than two years in a leadership role, I bring a track record of exceeding revenue goals, developing top-performing teams, and executing strategic sales initiatives across fast-paced, client-driven industries.

In my current role at Axle Logistics, I lead a sales team responsible for a \$8.5M+ annual book of business. I've built and managed a high-performing team that consistently exceeds goals through targeted coaching, data-driven forecasting, and streamlined pipeline management using tools like HubSpot and Power-BI. My approach blends hands-on leadership with a deep focus on both employee and client success, ensuring team engagement and sustainable revenue growth.

Beyond numbers, what drives me professionally is building a team culture rooted in accountability, continuous learning, and collaboration. At Axle, These foundations allowed me to build a successful team of consultants that don't just hold each other to the highest standard, but also set the right example for other teams at the company.

One aspect of my role at Axle that I enjoy the most is training and coaching new consultants. I've been successful in assisting the last 2 consultants I've hired on my team with generating the highest sales numbers in each of their training classes. Both consultants were awarded Most Valuable Broker in their classes, and put them both on the fast track for leadership positions within our branch.

The opportunity to work with a company that focuses on employees empowerment and development align with with my management style as a servant leader. I think my skill set, leadership abilities and personal values would align well with TLD's culture and future goals.

Thank you for considering my application. I would welcome the opportunity to further discuss how I can contribute to your team's ongoing success. Please feel free to contact me either by phone or via email to arrange a conversation.

Sincerely,

Lee Joseph LoBello

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SUMMARY

Results-driven Sales Manager with extensive experience in logistics and B2B sales. Proven success in training, coaching and leading high-performing teams to consistently exceed revenue targets. Strong background in CRM systems, lead generation, measuring performance and sales forecasting. Excellent communicator and highly effective at presenting and conducting meetings with clients. Adept at developing client-focused solutions, managing complex accounts, and driving business growth in competitive markets.

SKILLS

- B2B Sales and Sales Management
- Relationship Development
- Recruiting, Hiring and Training
- Leadership and Coaching
- Pipeline Management
- Lead Generation Techniques
- Communication and Presentation
- Data and Analytics Tools
- Negotiation
- Time Management
- Problem Solving
- Conflict Resolution

CORE COMPETENCIES

- Sales Leadership & Team Building – Experienced in coaching and developing successful sales teams with a focus on accountability and motivation
- Strategic Planning & Goal Setting – Skilled in setting short & long-term sales objectives aligned with business goals
- Business Development & Growth Strategy – Track record of identifying new markets, expanding accounts, and increasing territory penetration
- Customer-Centric Sales Approach – Deep understanding of consultative selling, solution alignment, and value-based sales strategies
- CRM Management – Experience with utilizing CRM software to manage sales cycles with prospective clients and to develop existing accounts
- Performance Management – Experienced in tracking KPIs, analyzing sales performance, and designing improvement initiatives

PROFESSIONAL EXPERIENCE

Team Lead – Logistics Consultant

Axle Logistics | 2021 - Present | Knoxville TN

- Led a high-performing team of logistics consultants, surpassing revenue goals by consistently bringing on new business and growing current accounts
- Recruited, trained, and mentored sales reps, fostering a high-performance culture and increasing team retention
- Developed and managed robust CRM pipelines, leveraging HubSpot for accurate forecasting and client tracking
- Collaborated with leadership to create and implement growth strategies tailored to customer needs and market trends
- Personally closed and maintained enterprise-level accounts, contributing significantly to revenue targets
- Travelled to participate in trade shows to generate new clientele and meet with current clients to conduct QBRs
- Oversaw logistics operations for direct reports, and promoted operational excellency across team
- Managed carrier relations, and managed logistical issues

Logistics Consultant

Axle Logistics | 2020 - 2021 | Knoxville TN

- Built tailored transportation solutions based on customer supply chain challenges and cost objectives
- Delivered customized presentations and proposals to prospective clients, successfully closing new business
- Generated leads through outbound prospecting and inbound marketing initiatives
- Used HubSpot CRM to manage sales pipeline, forecast revenue, and track lead activity
- Quoted pricing and participated in competitive bid events, ensuring margin integrity and customer satisfaction
- Coordinated with carriers and internal operations to ensure timely delivery, minimize disruptions, and resolve issues proactively

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AXLE LOGISTICS ACCOMPLISHMENTS

- Promoted Team Lead within 6 months - fastest promotion timeline in company history
- Trained and coached last 2 consultants hired in being nominated MVP in each of their training classes
- Increased revenue and gross profit MoM throughout 2025
- Increased YoY revenue by 30% from 2024 to 2025

EDUCATION

Western Michigan University

Bachelor's Degree in Business Administration

2012 - 2014

Major: Integrated Supply Management

Minor: International Relations

Relevant Coursework: Sales Management, Business Marketing, Sales Law

Pellissippi State Community College

Associate's of Science

2009 - 2012

Major: Business Management

Relevant Coursework: Management Principles, Business Communication, Data Analytics

PROFESSIONAL EXPERIENCE

Server Lead / Cook

First Watch | 2017 - 2020 | Knoxville TN

- Lead serving team in a fast-paced environment, ensuring timely service and a positive customer experience
- Engaged with guests to provide menu recommendations and promptly addressed guest inquiries
- Effectively upsold to maximize revenue per guest
- Supported kitchen staff with food preparation and line positions when needed

Assistant Manager

Meineke Mufflers | 2015 - 2017 | Knoxville TN

- Managed a team of technicians and front-office staff
- Tracked and measured sales and created promotional offers to increase revenue
- Handled customer escalations and resolved conflicts with a focus on retention and satisfaction
- Implemented local marketing campaigns that generated new clientele and boosted sales
- Coordinated with suppliers and managed inventory

Logistics Account Executive

Total Quality Logistics | 2014 - 2015

Cincinnati OH

- Completed 6 month intensive hands-on sales training
- Developed new accounts and maintained service levels for existing clients
- Built relationships through consistent communication and strategic solution selling
- Delivered operational support by matching freight with qualified carriers, managing schedules, and resolving logistics issues

Distribution Manager

The Black Sheep Online | 2012 - 2014

Kalamazoo MI

- Managed delivery drivers and street teams in delivering papers
- Used geographic software to generate optimal routes for delivery teams
- Oversaw distribution for campus events
- Coordinated with advertising team in acquiring new advertisers and partnering with local businesses