

# STEPHANI LUNA

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## PROFESSIONAL SUMMARY

Transportation logistics professional with direct exposure to key account strategy, pricing negotiation, and revenue execution. Proven ability to bridge customer expectations with internal operations to secure business and improve account performance. Recognized for elevating team performance, fostering opportunity-focused thinking amongst colleagues, and identifying commercial opportunities that drive measurable growth.

## EXPERIENCE

### Inside Sales Coordinator | HOYER Group | 2024 – Present

- Coordinate quoting strategy, order execution, and customer communication for key accounts to protect revenue and ensure service continuity
- Serve as cross-functional liaison between Sales, Operations, Procurement, and Planning to resolve issues
- Revive dormant accounts and convert lapsed opportunities into active revenue through proactive coordination
- Negotiate with customers and internal pricing team to protect margin while maintaining account relationships
- Develop KPI dashboards integrating CRM and Monitor 4000 data for metric driven execution

### General Manager | Cowboys Fit | 2022 - 2024

- Directed operational oversight of a high-volume training facility, increasing profitability by 22% month-over-month
- Managed and developed 60+ employees across sales, training, and operations departments
- Owned financial performance including forecasting, expense tracking, and profit and loss management
- Achieved and exceeded EFT revenue targets of \$25K+ established by executive leadership
- Secured and managed corporate partnership accounts through targeted outreach, in-person presentations, and customized business proposals

### Sales Manager | Texans Fit | 2019 - 2022

- Led membership sales teams for training facilities, surpassing growth targets through structured sales initiatives
- Conducted market and performance analysis to strengthen acquisition and retention strategy
- Utilized Salesforce reporting to track KPIs and support data-driven decision making
- Improved structured follow-up systems to enhance retention and revenue consistency

### Property Management Coordinator | PXT Realty | 2017 - 2019

- Managed daily operations for a portfolio of 20+ single-family properties
- Oversaw lease documentation, tenant communications, maintenance coordination, and financial tracking
- Implemented Buildium property management software to improve operational visibility and workflow efficiency

## TECHNICAL & PROFESSIONAL DEVELOPMENT

- Advanced Excel (Pivot Tables, VLOOKUP, VBA, Data Analysis)
- CRM & ERP Data Reporting (Salesforce, Monitor 4000)
- KPI Development, Dashboard Design, and Performance Analytics
- Financial Reporting & Revenue Performance Tracking
- Bilingual Spanish and English

## LEADERSHIP & COMMUNITY

- Houston Food Bank Volunteer | 2019 – 2026
- Hewlett-Packard: Top-Ranked Logistics Presentation | Bauer College of Business | 2020

## EDUCATION

University Of Houston-Downtown, Marilyn Davies College of Business | BBA, Supply Chain Management | Dec 2026

University of Houston, Cullen College of Engineering | Supply Chain & Logistics Technology Studies | 2018 – 2021