



NEXT STEP CAREERS

CLIENT CASE STUDY



JOSEPH EDWARDS

Client Profile

Joseph Edwards, a seasoned Sales Engineer from Dallas, Texas, with over 15 years of experience in telecommunications and technical consulting, came to Next Step Careers seeking a compelling resume that would effectively showcase his achievements and technical expertise.

Challenges Faced

Joseph's original resume was packed with extensive experience and technical skills but lacked clarity and flow, making it difficult for recruiters to identify his key strengths quickly. His aim was to transition to new opportunities where he could leverage his experience in sales engineering, enterprise architecture, and client relationship management.

Solutions Implemented

We reorganized Joseph's professional experience to highlight his high-impact contributions, like generating \$2.88 million in new revenue at Windstream and achieving a 30% ROI in his real estate investments. This brought his effectiveness in sales and technical leadership to the forefront.

Recognizing Joseph's expertise in areas such as Cloud Integration, Network Design, and Telecom Ecosystems, we ensured that industry-specific terms were naturally woven throughout his resume, increasing its visibility for recruiters and applicant tracking systems (ATS).

We emphasized Joseph's unique ability to translate complex technical concepts for diverse audiences, from C-suite executives to engineering teams. This helped capture his versatility and depth as both a technical expert and a trusted advisor.

We refined the layout to ensure Joseph's achievements stood out at a glance, giving hiring managers immediate access to the value he brings without sifting through dense text.

Results

Joseph's revamped resume caught the attention of top industry employers, ultimately landing him a position at Zayo. Not only did he secure the role, but the offer came with a salary that exceeded his initial target by \$25,000, reflecting the high value his new resume communicated. With a clear, results-oriented presentation of his skills and accomplishments, Joseph is now positioned to excel in his new role at Zayo.

Ready to elevate your career? Contact us to start crafting your success story today!

[✉ info@nextstepcareers.co.uk](mailto:info@nextstepcareers.co.uk)

JOSEPH EDWARDS

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SUMMARY

Results-driven Sales Engineer with 15+ years of experience in sales engineering and technical consulting within the telecommunications industry. Expertise in supporting 130+ products and services, including MPLS, VPN, SD-WAN, Hosted Telephony, SIP Trunking, UCaaS, Network Security, Cloud Solutions, Data Center/Colo, Fiber, and Wireless technologies. Proven ability to design and implement MAN/WAN architectures and security systems while driving business transformation and revenue growth. Skilled at conveying complex technical concepts to both executive and technical audiences, with a focus on modern deployment methods and emerging technologies.

Key Skills: Enterprise Architecture ~ Security Systems & Compliance ~ Cloud Integration (IaaS, Colocation) ~ Network Design (MAN/WAN, TCP/IP, BGP, DMVPN, IPSEC) ~ Pre-Sales Engineering ~ Customer Relationship Management ~ Technical Business Transformation ~ Fiber Optic Network Design ~ GIS Systems & Google Earth ~ Telecom Ecosystem ~ Vendor Management (Transport & Ethernet Equipment)

PROFESSIONAL EXPERIENCE

Real Estate Investor | 2022-Present

- Acquired and managed a diverse portfolio of residential and commercial properties, consistently achieving a 30% average annual ROI.
- Negotiated property acquisitions, oversaw renovations, and optimized rental income, driving substantial portfolio growth.
- Developed and implemented investment strategies informed by market trends and financial analysis, maximizing profitability while minimizing risk.

WINDSTREAM, Addison, Texas

Senior Sales Engineer | 2018-2022

- Exceeded sales targets by generating \$2.88M in new revenue (144% of quota) by utilizing advanced prospecting tools, solution selling strategies, and deep technical expertise to manage and grow a \$10M+ portfolio of 30+ enterprise accounts in the telecommunications industry.
- Expanded service adoption and client retention by developing and delivering customized security and network solutions, including SD-WAN, SASE/SSE, cloud integration, and advanced network protocols (TCP/IP, BGP, DMVPN, IPSEC), leading to increased annual revenue per account and a top 10% ranking nationwide.
- Drove significant improvements in network performance by implementing fiber optic network designs, contributing to enhanced service reliability and customer satisfaction.
- Maintained high CRM accuracy for forecasting and relationship management, while driving a new customer acquisition strategy that significantly penetrated the DFW market, resulting in substantial revenue growth and market presence.
- Built strong, long-term relationships with C-level executives and IT staff, acting as a trusted advisor and enhancing customer loyalty through tailored solutions and proactive engagement.
- Produced and presented technical collateral, trained customers on Windstream platforms, and facilitated seamless onboarding to ensure client satisfaction and optimal service utilization.

WINDSTREAM, New York City

Sales Engineer | 2016-2018

- Successfully penetrated the competitive NYC metro market by applying technical expertise to develop and implement strategic sales engineering initiatives, securing key enterprise accounts and significantly expanding Windstream's market footprint.
- Led technical sales engagements by collaborating closely with back-office engineering teams to design and deliver complex, converged data and telecom solutions tailored to client-specific needs, enhancing service offerings and fostering deeper client relationships.
- Played a critical role in responding to RFPs, developing customized technical solutions that not only met client requirements but also highlighted Windstream's capabilities, driving sustained business growth and reinforcing the company's position in the market.
- Provided in-depth knowledge of various transport and Ethernet equipment vendors and models, optimizing network designs to meet the specific needs of enterprise clients.

PAETEC COMMUNICATIONS, New York

Sales Engineer Lead | 2008-2016

Sales Technical Consultant/Professional Services | 2004-2008

- Assisted account executives in the design, presentation, and engineering of network solutions, ensuring they met client objectives and technical requirements.
 - Identified and translated customer needs into detailed technical specifications, facilitating the successful implementation of network services with customer equipment.
 - Led coordination efforts for the installation of PaeTec services for major accounts, managing the process from planning and provisioning to systems engineering and network operations.
 - Delivered high-level service and support to all commercial customers, driving maximum satisfaction and revenue growth by ensuring seamless integration and optimal performance of network solutions.
 - Specialized in telecom-specific solutions, including fiber optic network implementation and transport technology integration, to deliver cutting-edge, scalable solutions to enterprise clients.
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EDUCATION

SUNY Brockport

Bachelor of Arts in Communication

AWARDS

- Elite Enterprise Sales Top 10% Performer
- Circle of Excellence Award Winner