



Melissa Melendez

Strategic Sales Executive · Business Development Leader · Executive
Relationship Builder

Northern Virginia · Open to Relocation
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“Nearly two decades generating revenue through consultative selling and relationship-first leadership — trusted by executives, physicians, entrepreneurs, professional athletes, and high-net-worth clients to navigate complex decisions.”

PROFESSIONAL EXPERIENCE

eXp Realty

SENIOR SALES EXECUTIVE

2023 – PRESENT

- Generated over \$30 million in annual sales volume through consultative selling and strategic relationship development.
- Achieved an 85% client conversion rate by identifying customer needs and delivering customized solutions.
- Built a referral-based business advising executives, physicians, entrepreneurs, professional athletes, and high-net-worth clients through complex purchasing decisions.
- Expanded across five licensed markets (VA, MD, DC, FL, AZ) while maintaining a reputation for responsiveness and results.

Keller Williams Realty

SALES EXECUTIVE

2005 – 2020

- Built a high-performing sales business from the ground up through networking, referrals, and long-term relationship management.
- Negotiated high-value transactions while consistently delivering exceptional customer experiences.
- Earned recognition for sales performance, customer satisfaction, and leadership within the organization.

LEADERSHIP & INNOVATION

University of Arizona Athletics

PROGRAM DIRECTOR · EXECUTIVE ASSISTANT TO THE HEAD COACH · ASSISTANT DIRECTOR OF OPERATIONS

2007 – 2017

Promoted three times within one of the nation's premier Division I football programs — leading executive operations, strategic communications, recruiting logistics, and stakeholder management in a fast-paced, high-performance environment.

AskMelissa

AI-POWERED RELATIONSHIP INTELLIGENCE PLATFORM

FOUNDER

Leading product vision, customer experience strategy, and brand development for a platform that helps professionals strengthen client relationships through intelligent memory, contextual insights, and proactive communication.

CORE COMPETENCIES

Consultative Selling · Strategic Account Management · Business Development · Complex Negotiations · Customer Retention & Pipeline Management · Executive Communication · Territory Development · Entrepreneurial Leadership

Licensed in: Virginia, Maryland, Washington DC, Florida & Arizona

HONORS & RECOGNITION

- Top Sales Agent Award, Q1 2026
- Highest Conversion Rate Award — 85%
- President's Club & Keller Williams Golden Club Award
- Rookie of the Year (2020) · \$750,000 GCI, First Partial Year
- Zillow Top Agent Recognition · Featured Top Agent Panelist