

Josue Martinez

SALES AND TECHNICAL CUSTOMER EXPERIENCE

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PROFESSIONAL SUMMARY

Bilingual sales and technical customer experience professional with experience supporting clients in premium retail, five-figure custom transactions, product education, relationship management, and post-sale follow-up. Combines premium retail experience at Lucchese with Apple Genius Bar diagnostics, repair intake, case documentation, and service recovery.

CORE QUALIFICATIONS

Clienteling | High-Value Transactions | Relationship Management | Custom Orders | Product Education | CRM and Client Follow-Up | Cross-Selling | Revenue Generation | Apple Genius Bar | Device Diagnostics | Technical Troubleshooting | Service Recovery | English and Spanish

PROFESSIONAL EXPERIENCE

Sales Professional | Lucchese Bootmaker | Dallas, TX

Aug 2025 - Sep 2026

- Delivered personalized clienteling by assessing client needs and translating materials, fit, craftsmanship, and customization options into confident purchasing decisions.
- Closed multiple five-figure custom orders, including transactions exceeding \$15,000, through relationship-based selling, follow-up, and strategic cross-selling.
- Managed bespoke order specifications, payment details, client follow-up, and internal coordination across extended production and fulfillment timelines.

Technical Specialist | Apple Retail - Genius Bar | Dallas, TX

Aug 2023 - Aug 2025

- Provided hands-on Apple Genius Bar technical support and diagnostics for iPhone, Mac, iPad, Apple Watch, account, software, and connectivity concerns.
- Completed repair intake and triage workflows, documented symptoms and diagnostic findings, and explained repair, replacement, warranty, and support options.
- Translated complex technical findings into clear next steps for customers with varied levels of technical experience, restoring confidence during high-stress interactions.
- Managed a high volume of appointments while balancing diagnostic accuracy, data privacy, service efficiency, and customer satisfaction.

Optical Supervisor | Warby Parker | Dallas, TX

Aug 2019 - Aug 2023

- Supervised frontline operations and coached team members on consultative service, technical product knowledge, standardized workflows, and consistent execution.
- Guided customers through frame and lens options by balancing prescription needs, product specifications, comfort, style, and budget.
- Supported appointment flow, patient records, vision-screening workflows, and coordination with optometric staff in a detail-oriented healthcare environment.

EDUCATION

Bachelor of Science in Biology, Minors in Chemistry and Psychology | University of North Texas at Dallas | Dec 2024

Associate of Science, Biology Focus | Dallas College

Additional Experience: Pharmacy Technician, CVS Pharmacy | 2017 - Aug 2019