

CONSULTANT

Professional Summary

Accomplished seller with marketing and entrepreneurial chops. Proven record of exceeding service standards and outpacing performance goals. Solid technical background with a focus on B2B SAAS and programmatic advertising. Motivated, team-oriented and enthusiastic about helping companies grow.

Skills

- B2B sales
- Network development
- Lead prospecting
- Interpersonal communication skills
- Brand marketing
- Business development
- Product development
- Content creation
- Accounting, VC
- Advertising, Website
- Agency
- B2B
- Billing
- Book
- Brand strategy
- Budgets
- Business development
- C
- Com
- Interpersonal communication
- Content
- Content creation
- Clients
- Client
- Delivery
- Product development
- E-commerce
- Editorial
- Finance
- Managing
- Marketing
- Meetings
- Enterprise
- Network
- Sales
- Selling
- Staffing
- Strategic
- Phone
- TV

Work History

Consultant , 01/2020 to Current

Company Name " City , State

- Project manage drinkbumpcoffee.com and sheau.com website launches.
- Oversee marketing, content creation, and 3rd party integrations for all three brands.
- Prospect and onboard 100+ traditional retailers and D2C e-commerce brands to Sheau within first 3 months through in person meetings, cold emails and phone calls.
- Sourced 30+ new relationships with VC's, like-minded brands and affiliates to partner with Sohuis on content and events.

Senior Account Executive , 03/2019 to 01/2020

Company Name " City , State

- Grew \$500K book of business by 10% through cross-sell and up-sell opportunities while managing pipeline of 60+ enterprise brands.
- Conducted client QBR's and developed plans with internal teams to grow territory through customized demo's, mock-ups and strategic partners.
- Created new process for documenting sales "wins" that was implemented company wide.

Senior Account Executive , 04/2018 to 03/2019

Company Name " City , State

- Achieved \$224K in new business selling influencer marketing solutions to C-suite executives.
- Brought on company's first airline client, which was self-sourced and opened up new revenue channel.
- Spearheaded east coast agency business working internally with marketing and finance to develop new pitch and terms.

Account Director , 03/2017 to 04/2018

Company Name " City , State

- Managed \$1MM quarterly pipeline selling programmatic advertising solutions to agencies and brands.
- Increased sales revenue by 315% over 9 months as team's top seller.
- Exceeded quarterly quotas hitting 123% to goal in Q4 2017.

Account Manager , 06/2015 to 03/2017

Company Name " City , State

- Supported \$3MM average quarterly book of business and consistently contributed to regional incremental goals earning multiple spot bonuses.
- Addressed problems with accounting, billing and service delivery to maintain and enhance client satisfaction.

- Mentored and trained Account Coordinators and Account Managers.

Production Coordinator , 07/2014 to 06/2015

Company Name " City , State

- Act as main point of contact for high profile clients and internal teams to develop events, on-site activations, website builds, design work, brand strategy and editorial content.
- Defined project scope including goals, deliverables, schedules, staffing, SOWs, and budgets.

Sales Coordinator , 12/2012 to 07/2014

Company Name " City , State

- Supported sales team in selling, managing and executing large scale out-of-home advertising programs.

Assistant Media Planner , 10/2011 to 11/2012

Company Name " City , State

- Developed and executed multimillion-dollar digital, TV, print and mobile campaigns for J&J.

Education

BA : Rhetoric and Communications , 05/2011

University of Richmond - City , State

Division 1 Women's Lacrosse, Writing Consultant, Kappa Alpha Theta Member, Global Players Study Abroad for Student Athletes: Competed in Prague and Berlin World Cup Tournaments and developed club lacrosse clinics in Central Europe

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Personal Information

INTERESTS , Lover of the great outdoors and extreme hikes including the Kalalau Trail in Kauai, HI and Wai Rata canyon in New Zealand. Avid audiobook listener, documentary watcher and true crime enthusiast. Self-proclaimed chef and creative writing hobbyist.

Skills

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- Lead prospecting
- Interpersonal communication skills
- Brand marketing
- Business development
- Product development
- Content creation,
- Accounting, advertising, agency, B2B, billing, book, brand strategy, budgets, Business development, C, com, Interpersonal communication, content, Content creation, clients, client, delivery, Product development, e-commerce, editorial, finance, managing, marketing, meetings, enterprise, Network, sales, selling, staffing, strategic, phone, TV, VC, website