

# First Last

## Director of Sales

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### WORK EXPERIENCE

Resume Worded, New York, NY 09/2015 – Present

*Education technology startup with 50+ employees and \$100m+ annual revenue*

#### Director of Sales

- Developed strategic plans for 240 territories based on current conditions in the marketplace and implemented marketing campaigns that increased brand awareness among target audiences by 80%.
- Generated \$91M in revenue after orchestrating a private label program launch to 10K retail chain outlets in EMEA.
- Instilled brand loyalty and boosted product visibility among 18K enrolled distributors by creating a self-funding Dealership Program.
- Achieved \$450M in sales within 180 days of assuming the role by negotiating and securing distribution of key products across multiple channels.

Polyhire, London, United Kingdom 12/2012 – 08/2015

*NYSE-listed recruitment and employer branding company*

#### Vice President of Sales & Marketing

- Managed a \$900M annual operating budget (20% below industry standard) to cater to employee salaries, marketing expenses, and travel and entertainment.
- Partnered with 200 field consultants, 105 contractors, and 329 architects to identify technical specifications and product installation processes; increased annual revenue by 90% per project after program implementation.
- Overhauled the existing product category at Polyhire by collaborating with 48 external web firms to develop new graphics, logos, and marketing materials; completed the project at \$219M below the design budget.

Growthsi, London, United Kingdom 04/2009 – 11/2012

*Career training and membership SaaS with 150,000 paying users*

#### Sales Manager

- Created marketing plans that increased leads by 90% YoY within 24 months of employment.
- Bargained contracts with clients valued at more than \$640K monthly, increasing overall profitability by 44%.
- Spearheaded product development and pricing strategy, which led to a 72% price reduction on 200 products sold through retail channels.

**Assistant Zone Manager**, ABC Company, London, United Kingdom 11/2008 – 03/2009

**Retail Sales Representative**, XYZ Company, London, United Kingdom 07/2005 – 10/2008

### EDUCATION

**Resume Worded University**, New York, NY 06/2005

Master of Business Administration – Marketing

### SKILLS

**Hard Skills:** Sales Planning & Forecasting (Advanced), Staff Management (Experienced), Account Development

**Techniques:** Creative Marketing, Employee Training, Contract Negotiation (Advanced), Product Category Rebranding