

ADAM JACOB ROSENBERG

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SALES PROFESSIONAL: *Results-Oriented | Precision and Efficiency | Analytical Mindset | Diligent Team Player*

Driven by performance excellence, I specialize in cultivating fruitful client connections to surpass critical business benchmarks. With a hands-on approach, I excel in business development, adept problem-solving, and impactful communication strategies.

EXPERIENCE

C-4 Analytics, LLC Remote Business Development Representative July 2023 - February 2024

- Proactively engaged prospects through diverse channels like cold calling, email, and social media, driving consistent outreach efforts. Achieved an average of 100 activities per day, including 1290 calls and 120 connections monthly.
- Efficiently managed and utilized existing data while actively researching and identifying key contacts and account details to enhance targeting. Maintained a show rate of at least 70% and performed complete cadence management.
- Cultivated strong relationships with prospects, emphasizing rapport-building and personalized interactions. Booked one appointment per day on average.
- Drove pipeline growth by consistently generating qualified opportunities, averaging one appointment per day, while maintaining a high level of activity and adherence to sales processes. Thoroughly followed and completed the sales process when booking appointments, ensuring invites were sent, discovery calls were set, and Salesforce was up to date with correct data.

Stord Inc. Remote Sales Development Representative February 2022- February 2023

- Generated new supply chain business opportunities through multi-channel prospecting (cold calling, emailing, LinkedIn messaging), maintaining a focus on pre-qualifying leads and fostering relationships between prospects and Account Executives.
- Conducted inbound qualification calls and independent outreach, utilizing tools like ZoomInfo, 6sense, and LinkedIn Sales Nav to prospect and qualify leads, while also managing Salesforce lists and reports.
- Met a monthly quota of 6 inbound and 6 outbound meetings, targeting opportunities with a minimum qualifier of \$100k MRR, serving both SMB and Enterprise-sized businesses.
- Consistently achieved daily sales KPIs, including 200 sales activities with a focus on 100 cold dials, while facilitating team meetings, planning weekly schedules, and delivering PowerPoint presentations.
- Acted as a gatekeeper for account executive discovery calls, vetting inbound/outbound opportunities, providing meticulous note taking, and supporting the sales cycle through shadowing and assistance to account executives.

Equity Residential Glendale, CA Leasing Consultant October 2021- January 2022

- Established rapport with existing and prospective residents through various communication channels (CRM, phone calls, emails, showings), including delivering persuasive sales pitches during community tours for Equity Residential apartment homes.
- Managed the leasing process from start to finish, guiding new residents, completing lease applications, and maintaining accurate records of prospective and current residents, resulting in successful lease agreements.

- Functioned as the property manager and sole leasing consultant for a 500+ unit property, handling transactions such as rent collection, move-ins and move-outs, and administrative tasks.
- Successfully managed resident relations and effectively communicated the value of micro unit apartments to prospective buyers in the Glendale community.

Fuel Cycle Santa Monica, CA *Business Development Associate, Summer Intern* June 2018- Dec 2018

- Supported Business Development by maintaining Salesforce database, facilitating inbound and outbound lead management.
- Collaborated with Marketing Executives on social media content strategy and managed Outlook calendar for operational efficiency.
- Contributed to sales and marketing campaigns, tracking and nurturing key customer relationships.

EDUCATION

University of California, Riverside

BS Business Administration Marketing, awarded 2021

- 3.52 Cumulative GPA
- Dean's List

SKILLS & ABILITIES

- **Proficient in CRM/Sales Tech Stack:** Salesforce, groove, ZoomInfo, chorus, 6sense, LinkedIn, LinkedIn sales navigator, zoom, drift chat, Slack, Orum, g-suite, Sendoso.
- **Proficient in G-Suite:** (admin/calendaring/drive/sheets/etc.), **Microsoft platforms:** (Microsoft Word, Excel, PowerPoint, Access, Outlook), and Operating Systems (Macintosh and Windows)
- **Proficient in Social Media Platforms and search platform proficiency:** (Instagram, Facebook, Yelp, Google, TikTok, Twitter)
- **Collaborative leader**, multi-ethnic, diverse background (half Filipino/half Ashkenazi heritage)
- **Sales Prospecting** · Client Focus · Digital Marketing · **Search Engine Marketing (SEM)** · Sales · **Lead Generation** · Online Advertising · Marketing · Social Media Marketing

REFERENCES

- Carter Young: Director of Sales Development at Stord
Carter.young@stord.com | (303)-999-9409
- Mario Paganini: Vice President of Marketing at Stord
Mario.paganini93@gmail.com
- Holly Rosado: Business Development Representative Manager at Stord
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