

JOHNATHON WATSON

SALES EXECUTIVE

CONTACT

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EDUCATION

BA, Marketing
University of Georgia
2008 - June 2012

SKILLS

Microsoft Office
Social Media Marketing
Facebook Ads
Content Marketing
SEO

INTERESTS

Traveling (planning a trip to Spain & Morocco in April!), Cooking (Currently Trying Blue Apron To Learn), Reading (Currently: Negotiate Like Your Life Depends On It), Georgia Bulldogs Football

SALES EXECUTIVE SUMMARY

- Prospect and close new business for \$500M SaaS software corporation
- Exceeded expectations with 127% average quota attainment across 4 year sales tenure
- Won "Rising Star" award for most deals closed and largest deal closed for a first year salesperson at Hubspot

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE

Hubspot / July 2017-November 2019

- Prospect and close new business for \$500M SaaS software corporation
- Average 132% quota attainment over the past two years
- Manage a team of two Sales Development Representatives to prospect and qualify leads -- our pod has 2nd highest close rate at the company

ASSOCIATE ACCOUNT EXECUTIVE

SalesForce / August 2016-June 2017

- Prospected and qualified leads for Salesforce's Technology vertical
- Maintained average quota attainment of 106% across \$60M book of business
- Spearheaded new onboarding and training process for new Sales Development Representatives
- Member of Salesforce Life team focused on company / team culture

SALES DEVELOPMENT EXECUTIVE

Taboola / April 2013-July 2019

- Prospected highly qualified leads via cold calling and cold email for Enterprise clients looking to advertise online
- Maintained highest lead-to-close ratio on my team, my leads turned into the most inked deals of anyone on the team
- Helped create process documentation for new SDR hires

ACCOUNT COORDINATOR

AdQuarium / May 2012-June 2013

- Developed and managed a variety of social media and paid ad campaigns for clients across verticals
- Helped manage a \$5M book of business made up of 20 accounts
- Created monthly business update reports that my team presented to management