

BENJAMIN BAYELA

(806) 523-7171 · Jacksonville, Alabama · benbayelatd@gmail.com

www.linkedin.com/in/benjamin-bayela/

EDUCATION

JACKSONVILLE STATE UNIVERSITY

Master of Arts in Integrated Marketing Management & Technology

Jacksonville, Alabama

May 2025

EAST CAROLINA UNIVERSITY

Bachelor of Science in Communication and Media Studies

Greenville, North Carolina

May 2024

- ECU Student-Athlete Advisory Committee
- ECU Investment Club
- ECU International Student Association

EXPERIENCE

GRITTY

Remote

Gritty is a professional selling, career development, and job placement program for sales roles in the healthcare and tech industries.

Program Graduate

July 2024 – August 2024

- Selected from competitive pool of applicants from top-ranked universities for sales training & professional development cohort of 20 students
- Managed coursework for 14 sessions covering topics like Introduction to Tech Sales, Prospecting, Cold Call Techniques, Sequence Optimization, A/B Testing, Rejection Handling, LinkedIn Presence and Managing a Sales Cycle
- Participated in sales role plays with peers as well as industry experts from the SaaS sales space
- Gained exposure to sales software including Salesforce, Salesloft/Outreach, ZoomInfo and Brevity (AI-powered role play)

JACKSONVILLE STATE UNIVERSITY MEN'S BASKETBALL TEAM

NCAA Division 1 Full Scholarship Student Athlete

Jacksonville, Alabama

June 2024 – May 2025

EAST CAROLINA UNIVERSITY MEN'S BASKETBALL TEAM

NCAA Division 1 Full Scholarship Student Athlete

Greenville, North Carolina

June 2022 – May 2024

- Collaborated effectively with teammates and coaches to achieve team success, demonstrating exceptional teamwork and communication skills.
- Led and motivated team members, fostering a cohesive and supportive team environment, contributing to a positive and productive team culture.
- Analyzed game strategies and made quick, informed decisions under pressure, enhancing team performance at a highly competitive Division 1 AAC conference.
- Balanced academic responsibilities with athletic commitments, maintaining high academic standards and ensuring timely completion of coursework.
- Embraced challenges and pursued continuous improvement through rigorous training and competition, contributing to personal and team development.
- Managed time efficiently, dedicating an average of 25 hours per week to training, conditioning, practices, meetings, travel, and games while maintaining academic excellence.
- Adapted to multiple responsibilities and changing priorities, excelling in academic and athletic pursuits and showcasing superior organizational skills.
- Coached Basketball Camp for youth boys and girls ages 10-16

SKILLS/INTERESTS

Technology: CSS, HTML5, HubSpot, Microsoft Office, Sales Navigator, Outreach

Certifications: Gritty Professional Selling and Career Development, Accenture User Experience, HubSpot Advanced Social Media Strategy, CITI Program Export Controls Certification, CITI Program Group 2. Social/Behavioral Research Investigators and Key Personnel

Interests: Traveling, Meeting New People, Sports, Technology Innovations, Finance

English:

Native/ Bilingual

French:

Native/ Bilingual