**Michelle Carpinelli**

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**QUALIFICATIONS:**

Saleforce.com, DiscoverOrg, Outreach, Highspot, LinkedIn Sales Navigator, Dynamics, Workforce, Sugar, Box, all MS Office products.

**EXPERIENCE:**

**Banzai**

**Sales Development Representative – October 2019 – Present**

• Make minimum of outbound sales/prospecting calls to B2B Tech Companies

• Schedule meetings/demos with Field Event Marketing Managers, Sr. Managers, VPs and CIOs

• Minimum 4 qualified demo/meetings per week / meet and exceed KPIs

• Utilize Salesforce.com, MixMax, DiscoverOrg, Highspot and LinkedIn Sales Navigator on a daily basis

• Understand the firmagraphic, environmental and behavioral attributes the ICP (Ideal Customer Profile)

**New Engen**

**Sales Development Representative – June 2019 – October 2019 (Contract Employee)**

• Make outbound sales calls to Amazon and named accounts to sell managed services (Amazon, Google, Facebook, Instagram – paid and social)

• Schedule meetings/demos with Marketing and Digital Sales Managers and prospective clients

• Provide weekly reports to management on prospects and results

• Utilize Salesforce.com, Outreach, DiscoverOrg, Highspot and LinkedIn Sales Navigator on a daily basis

• Fully understand the responsibilities of New Engen’s Performance Marketers, their roles and duties

**CDK Global**

**Digital Solutions Manager – February 2019 – June 2019 (Contract Employee)**

• Advertising / Website sales

• Build strong, long-term client relationships and maintain frequent contact

• Manage digital strategies, operations and requirements

• Analyze digital campaigns success and provide media recommendations

• Represent brand and dealer interests into the design of advertising elements (e.g. search, display, video, paid social and mobile)

**SAP Concur**

**Client Development Representative – February 2016 – September 2018 (Contract Employee)**

• Mission: CDR is an “appointment-setting”/telemarketing program designed to target decision-makers within our Premier, Key & Strategic client base to introduce value-add enterprise integrations/solutions and schedule client meetings to generate partner opportunities.

• 2017/2018 Campaigns: 8 campaigns completed, 171 opportunities created, 22 closed won so far.

• Research contacts for each current account and schedule appointment with App Center partner

• Document each detail Salesforc.com

• Utilize salesforce.com on a daily basis

• Make all follow-up calls to schedule appointments

**Trupanion**

**Customer Services Manager – Licensed Property and Casualty Insurance Producer – May 2015 – February 2016**

• Maintaining inbound calls to register pets for P&C insurance

• Take inbound Retention calls to save all memberships

• Proactive outbound follow-up calls

• Service all members in regards to whatever requests, either membership or technical inquiries

• Accomplish targeted performance objectives.

**LuxuryRealEstate.com**

**Membership Services Manager – July 2012 – May 2015**

• Managing existing members, focusing on customer service and retention/renewals

• Grow revenue base, and identify and close new advertising opportunities including LRE’s Magazine, Conferences, Wall Street Journal, Unique Homes and the DuPont Registry

• Manage monthly AR reports

• Service all members in regards to whatever requests, either membership or technical inquiries

• Accomplish targeted performance objectives.

**Zillow.com**

**Inside Sales Representative – December 2011 – July 2012**

Responsibilities include, but are not limited to:

• Selling primarily to new business accounts, and upselling to existing accounts over the phone

• Grow revenue base, and identify and close new advertisers through business development and lead generation

• Screening all calls, including incoming mail, correspondence and mail to determine appropriate routing.

• Work in a fast- paced, team-oriented environment to achieve business goals

• Accomplish targeted performance objectives.

**Iorio Plastic Surgery & CosMedical Center**

**Marketing Coordinator – March 2009 – December 2011**

• Responsible for managing and scheduling Dr. Iorio’s complex calendar for 2 very busy offices, including scheduling for 4 aestheticians in both locations. I maintained a high-level of detail to perform these tasks on a daily basis.

• Managed Dr. Iorio’s calendar from Colts Neck to Brick offices seamlessly each week.

• First point of contact for all new patients, including follow-up letters and phone calls.

• Assist with creation and development of website, including selecting images, writing copy to appear on site, and managing and writing copy to be changed regularly within frames to maximize Search Engine Optimization.

• Manage email marketing campaign, including identifying, developing and launching email campaign for monthly newsletter specials. Responsible for obtaining emails from patients and tracking and managing via Constant Contact.

• Initiate and manage co-marketing efforts with Pharmaceutical and Skin Care companies to maximize volume and sales efforts. (i.e. Allergan, NeoCutis and Prescribed Solutions).

• Primary technical support person for both offices, including all software applications (NexTech database and Windows applications), phones, office equipment, and ProFect Photo Imaging equipment. Responsible for training other staff on all applications.

**StaffWise Legal, Inc.**

**Client Services Manager – August 2004 – August 2007**

Responsible for new business development in the large law firm market in the greater New York metropolitan area for the placement of contract attorneys and paralegals:

• Continual cold calling on prospective law firm and corporate legal clients and a continued high level of activity.

• Developing high-level relationships with Partners, Associates and Law Librarians in New York to promote more staffing contracts.

• Initiated, developed and implemented marketing campaign for NYC market, which included 1) Identifying, managing and attending local relevant trade show to gain exposure, and 2) Developing and maintaining relationships with compatible Document Management companies for co-marketing efforts.

• Maintained all administrative support individually, including documents, writing, presentations, and any other correspondence.

• Served as Branch Manager for 6 months; stand-in Branch Manager for New York office ongoing.

• Successfully brought in over $50,000 each month in Branch gross profit.

**Findlaw (West Publishing Group)**

**Internet Advertising Sales Executive – June 2003 – July 2004**

• Responsible for sales of Internet marketing and client development services, advertising, websites and Search Engine Optimization for law firms in the Los Angeles / Long Beach territory, including:

• Continual cold calling on prospective clients and a continued high level of activity.

• Consulting with clients on potential marketing solutions which included the benefits of Search Engine Optimization, Internet advertising and geography targeted advertising.

• Selling the value of Findlaw’s relationships with Google, YellowPages.com, and other search engines including excite.

• Obtaining and providing territory information regarding market intelligence and penetration.

• Consulting with clients on potential marketing solutions; probing and offering solutions for maximum client benefit.

• Completing weekly sales performance reports for submission to the Regional Sales Manager.

• Provided all internal admin support individually.

**Iron Mountain, Inc.**

**Sales Executive, Iron Mountain Off-Site Data Storage – August 2001 – June 2003**

Responsible for sales in Orange County for Off-Site Data Storage, Electronic Vaulting Services, media and data center products, and Secure Shredding, including:

• Achieved positions in the top 10 nationwide sales executive role 2 years running for the off-site data storage division.

• Solid understanding of all information storage/back-up platforms, including electronic vaulting over the Internet with respect to data quantities and bandwidth.

• Understanding Business-to-Business sales, operations and management, and the challenges corporations face.

• Building market penetration in the competitive disaster recovery businesses.

• Positioning Iron Mountain as a “business solutions partner”.

• Achieving and maintaining monthly/quarterly quotas.

**IndustrialVORTEX.com**

**Manager Marketing & Communications – March 2000 – February 2001**

• Responsible for getting IV “ink”, including:

• Proactively generating media coverage by initializing and executing PR strategies

• Interviewing and managing outside relationships with PR and Ad agencies.

• Identifying and maximizing speaking engagements, understanding Industry and B2B/Internet publications, journalists and their beats.

• Maximizing media visibility, as well as all events coordination and management, including planning and managing trade shows.

• Notable achievements: Execution of 16 press releases, achieving well over 100 press pick-ups in such notable publications and websites such as Forbes (“Top 200 B2B Sires”), IBM.com, ecom, Business 2.0, Startmag, Purchasing, dbusiness.com, Managing Automation, Orange County Register, Control Magazine, Industrial Distribution, Redherring.com, etc., as well as participating in the research and decision-making committee for the corporate rebrand.

**2TheMart.com**

**Global Merchandising Executive - August 1998 – March 2000**

Responsible for the development and management of sales team, new Merchant Partners and Strategic Alliances nationwide for the placement of products on the 2TheMart.com e-commerce and auction site.

• Managed team of 7 account executives, including mentoring them on prospecting, conceptual selling and relationship building across all industries and categories.

• Initiated, developed and implemented sales process, policies and procedures for the 2TM sales department, including pipelines and forecasting.

• Built all prospecting databases for sales team that covered approximately 20 categories.

• Educated Merchant Partners on value of Internet advertising, including Search Engine Optimization.

• Managed approximately 40 Merchants and Alliances and 1/3 of all products on the site.

• Exceeded “Launch” goal by 125%. Also responsible for the ongoing maintenance and merchandising of accounts, including working directly with Marketing to create and implement content and events based on specific product lines and/or Featured Merchants.

**LEXIS-NEXIS (Reed Elsevier Publishing) (Southern California)**

**Sales Executive, Applications Consultant and Staff Instructor positions – 1992 – 1998**

• Ended year in August 1997 at 165% of plan.

• Responsible for selling Lexis-Nexis full product line, including legal, news, company, business, financial and public record information to law firms and corporate legal departments.

• Held #1 and #2 sales position nationwide 2 years running (1996 – 1997).

• 1996 completed plan at 140%.

• Accepted into management training program (Accelerated Career Development).

• Duties included cold calling, live presentations and group demonstrations, strong selling skills including opening, overcoming objections, negotiating and closing, strong relationship and networking skills, as well as managing a Southern California territory (from Los Angeles to San Diego, and offering on-site training sessions.

EDUCATION:

University of Phoenix - Business Management

Los Angeles Valley College, Art, Business 1986 – 1988

Achievements: “Accelerated Career Development Program”, 1998 (Lexis-Nexis), “Circle of Excellence”, 1997 (Lexis-Nexis), “Rookie of the Year”, 1997 (Lexis-Nexis), “Rookie of the Year”,