

FIRST LAST

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PROFESSIONAL EXPERIENCE

Resume Worded, New York, NY Jun 2018 – Present

SaaS Account Executive

- Built relationships across C-Suites based on an understanding of their organizational objectives, and executable plan of how they can leverage RW's technologies to give their business a competitive edge.

- Partnered with decision makers in 15 companies topping the SaaS foodchain like Amazon, Uber, and Google

to discuss issues of mutual benefit, improved the user experience of RW's customers by 60%.

- Initiated and completed the sale of an Enterprise integration solution to 25 small businesses within the state

during the first 4 months.

- Championed a strategy session with 15 HNIs to discuss how APIs could enhance their digital presence;

closed a \$45M deal after pitching.

Growthsi, New York, NY Jan 2015 – May 2018

Marketing Specialist

- Developed and implemented a social media campaign that increased the company's Instagram followers by

45% within 3 months of employment.

- Partnered with 10 departments and created an email marketing campaign that resulted in a 44% increase in

sales.

- Managed 14 social media platforms including Facebook, Twitter, LinkedIn, YouTube, Instagram for multiple

brands increasing their followers from 50K to 1M in 3 months.

- Developed content for Growthsi blog, helping to drive traffic up by 30% over 3 weeks, an improvement from

previous months.

Resume Worded's Exciting Company, San Diego, CA June 2010 – Dec 2014

Market Research Analyst

- Collaborated with 20 sales managers to identify and implement new techniques which maximized revenue, resulting in a 15% sales increase.
- Identified and suggested strategies to reduce marketing costs, leading to \$90K in cost savings for the company.
- Ideated and distributed customer survey forms to 2K potential customers to gauge demand for new products, helped to improve future designs by 30%.
- Designed, executed, and optimized digital marketing campaign on Google AdWords; led to a 71% increase in Return on Investment (ROI).

EDUCATION

Resume Worded University, San Francisco, CA May 2010

Bachelor of Arts, Business Administration

SKILLS

- Technical Skills
- English (Native)
- Business Development
- Salesloft
- Greek (Conversational)