

# Adam Dasen

[adamdasen@gmail.com](mailto:adamdasen@gmail.com) | (541) 598-5892 | [linkedin.com/in/adam-dasen/](https://www.linkedin.com/in/adam-dasen/) | Dallas, TX

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## WORK EXPERIENCE

### **Universal Metro: Los Angeles** (January 2025- August 2025)

#### Healthcare Business Development

- Visited 80 hospitals per week to form relationships with their facilities departments
  - Used online data services to source hundreds of contacts around the city
    - Presented our work to end users, designers and architects
- Partnered with reps from major flooring manufacturers to joint target hospitals
- Attended trade shows in addition to enrolling in local programs to represent Universal Metro
- Created outbound marketing campaign, sourced all contacts and led campaign creation
  - Two campaigns per week - one for general contractors and one for Healthcare facilities team

### **Spring River Builders: Remote** (February 2023- January 2025)

#### Account Manager

- Managed 10 projects annually ranging from \$950,000 - \$2,500,000
- Brought in over 1 Million per year in product upsells across these 10 clients
- Overhauled job cost coding process from manual to digital, saving 10+ hours per month
- Built knowledge base in G-suite (50+ articles on best practices and preferred product selection)

### **AudioEye: Remote** (September 2020 – December 2022)

#### Manager of Customer Success

- Implemented CSP (Totango)
- Increased first contact resolution from 59% to 93%
- Reduced delivery times for professional services from 250 days to 30 days
- Achieved net revenue retention NRR from 80% - 100%+

#### Customer Success Lead

- OnBoarded and Trained 5 CSMs, 2 Technical Support Members and 1 Account Manager
- Built out 150+ Knowledge Base articles for Customer Success best practices
- Built out all 3 books of business for each segment of Customer Success (SMB, Enterprise, Agency)
  - SMB + Enterprise + Agency = 3000+ clients
- Tracked user adoption metrics through Adoption Rate, NPS, CSAT and LTV

#### SMB Account Executive

- Converted 400+ SMB accounts during my tenure while continuously hitting my monthly quota

### **People Data Labs: Portland, OR** (February 2020 - June 2020)

#### Sales Development Representative

- Qualified 10 to 15 inbound leads per day
- Assisted Rev Ops to build cadences in Salesforce for SDR communication automation

### **UOAA: Portland, OR** (May 2019 - June 2022)

#### Events and Communication Chair

- Headed up a volunteer team of five individuals who oversaw event creation (with hundreds in attendance annually) for the University of Oregon Alumni Association

### **Northwestern Mutual: Portland, OR** (October 2018- October 2019)

#### Financial Representative

- Sold life, disability and long-term care insurance
- Responsible for prospecting clients all the way to their Account Management after closing

### **First Interstate Bank: Bend, OR** (November 2016 - November 2017)

#### Financial Representative

- Oversaw tellers, new loan creation and new accounts that came into the branch

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## EDUCATION

### **University of Oregon**

**Degree:** Bachelors of Science, **Major:** Applied Business and Economics, **Minor:** Economics

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## SKILLS AND COMPETENCIES

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- **Certifications:** Project Management (certified through Coursera)
- **Skills:** Relationship Building, Sales (inbound and outbound), Account Management, Salesforce & Hubspot, Marketing Campaigns, Implementations, Totango, QA, Asana, Team Management, Health Scores, QBRs, SaaS, New hire interviews & Training, Atlassian, Onboarding, commercial terms review, Cross Functional Collaboration, Client Escalations, Coaching, Adaptability and Flexibility