

# Brendan Keegan

Dallas, TX 75219 • (203) 993-0944 • [bkeegan4@gmail.com](mailto:bkeegan4@gmail.com) • [linkedin.com/in/brendan-keegan/](https://www.linkedin.com/in/brendan-keegan/)

## Senior Account Manager

Versatile, entrepreneurial, and trusted enterprise sales professional with rich success developing and marketing tech/SaaS solutions. Leverages technical background and formidable people skills to establish strong customer relations with C-suites, influencing buying decisions through credibility & trust while coordinating with cross-functional colleagues on results.

### CORE COMPETENCIES

Enterprise Sales • SaaS Solutions Selling • Strategic Planning & Execution • Pipeline Generation • Market Research/Analysis  
Internal Partnership • Business Development • Executive/C-Suite Client Relationships • Revenue Generation • Networking  
Cross Selling • Account Management • Communication • Negotiation • Cross-Functional Teamwork • Developer Background

### SELECTED ACHIEVEMENTS

- Successfully tripled revenue/300% growth through a successful and high-profile project while at Adept Dynamics.
- Managed and cultivated over 20+ key client accounts, driving consistent client satisfaction and retention.
- Established comprehensive implementation of a website channel for new lead generation to drive business growth.
- Built and sustained, from the ground up, a profitable company, including assisting with the sale of the company to Adept Dynamics.

### EXPERIENCE

#### ADEPT DYNAMICS | Dallas, TX

01/2021-Present

*Microsoft digital transformation/technology consultancy that applies cutting-edge strategies and solutions that modernize and improve organizations.*

##### Senior Account Manager

- As Account Manager & Partner, executed dynamic strategy adaptations and innovative sales tactics, boosting revenue from \$100K+ to over \$1M+ annually.
- Boosted client and customer satisfaction through weekly meetings, spotting upsell opportunities, resulting in a 20% surge in retention rates.
- Improved client acquisition by implementing a website channel for lead generation, leading to a 25% increase in new leads.
- Facilitated cross-functional ideation sessions to align team vision and strategies, promoting a culture of innovation and successful project delivery.
- Collaborated with stakeholders to define business objectives and utilized Webflow to develop client websites, achieving a 15% decrease in site loading times.

#### INFOR | Dallas, TX

09/2020-02/2021

*Developer of industry-specific, enterprise software licensed for use on premises or as a service for clients worldwide.*

##### Sales Development Representative

- Achieved an improvement in lead quality through strategic collaboration with sales and leadership to establish targeted account lists, territory plans, and outbound strategies.
- Utilized calls, emails, and LinkedIn to identify opportunities and engage prospective clients. Boosted collaboration with key stakeholders, resulting in an uptick in client success rate.
- Managed client interactions to coordinate discovery meetings, leading to improved account executive productivity.
- Handled 60+ calls, 25+ LinkedIn messages, and 30+ emails on a daily basis to gain business and generate positive revenue.

Ranked among the top 3 for most meetings set within the team.

#### PARKHUB | Dallas, TX

09/2019-06/2020

*Software company offering premiere parking management system to top management and operating companies.*

##### Sales Development Representative

- Exceeded quarterly goals by 20% through proactive scheduling and efficient task prioritization.
- Utilized calls, emails, and LinkedIn to identify opportunities and engage prospective clients.
- Built and sustained strong and long-lasting relationships with key partners and stakeholders.
- Collaborated with clients to schedule discovery meetings between clients and account executives.
- Exceeded meeting schedule targets by 15%, ranking among the top 2 team members and showcasing exceptional sales capabilities.

**THRYV** | Dallas, TX

12/2018-05/2019

*SaaS company offering streamlined, affordable business management and customer relationship management solutions for small businesses.*

**Account Manager**

- Acquired 24+ accounts in five months through targeted lead generation tactics, including market analysis, cold calling, and addressing specific pain points.
- Achieved a 95% retention rate in acquired accounts through effective client relationship strategies.
- Conducted 100+ daily calls while educating potential clients on technology processes to optimize advertising efficiency.
- Acquired clients for subscription-based services with contracts monthly, contributing to sustained revenue growth.
- Honored with an award for the most calls in a day with recognition by senior leadership.

**SCHNEIDER** | Dallas, TX

03/2018-12/2018

*Company that provides supply chain management, logistics, truckload, and intermodal services.*

**Account Manager**

- Delivered needs-based solutions to streamline commercial shipping processes for clients and freight companies.
- Generated leads through 100+ daily calls, market analysis, and competitor research.
- Acquired 21+ new accounts within five months by collaborating with commercial clients to identify service needs, deliver tailored solutions, and foster long-term partnerships.
- Boosted account order frequency by 86% through re-engaging inactive accounts and delivering superior customer service.

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**EDUCATION**

**UNIVERSITY OF SOUTH CAROLINA** | Columbia, SC

12/2017

Bachelor of Science, Hospitality Management

- Entrepreneurship Project - Executed sales strategy to promote products that provided funds for non-profit's cancer research. Achieved 1st place out of 100 students, exceeding sales target 300%.
- Sales & Marketing Internships at Conrad (New York, 06/08/2017) and Hilton (Washington, DC, 06/08/2016) hotels.

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**TECHNICAL**

- Salesforce, SalesLoft, Client Relationship Manager (CRM) Systems, Navigator, Microsoft Dataverse, Microsoft Power Platform, Microsoft Power Apps, Microsoft Power Automate, Microsoft 365 CRM, Microsoft SharePoint, Outreach.io, Microsoft Office (Word, Excel, Outlook), G Suite (Gmail, Google Calendar, Docs)