

# Matthew McPherson

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## EXPERIENCE

Senior Sales Rep

December 2023 - Present

Victory Home Remodeling - Edison, NJ

- Establish, develop and maintain positive business and customer relationships
- Continuously improve through feedback
- Deliver compelling sales presentations tailored to the individual needs, emphasizing the features and advantages of our window products.
- Build and maintain strong relationships with customers, earning their trust and confidence throughout the sales process.
- Work closely with the sales team, customer service, and other departments to ensure a seamless customer experience and successful project implementation.
- Conduct in-home visits to assess customers' window needs, provide product information, and offer personalized solutions.

Sales Development Rep

May 2023 - December 2023

Super - Brooklyn, NY

- Identify and research potential leads.
- Utilize various methods such as cold calling, networking, referrals, and leads.
- Conduct outbound prospecting through phone calls, emails, and social media to introduce our technology solutions.
- Qualify and nurture leads to scheduled meetings and product demonstrations for the sales team.
- Maintain accurate and up-to-date records in the CRM (Customer Relationship Management) system.
- Collaborate with the marketing team to develop and optimize lead generation strategies.
- Stay updated on industry trends and our product offerings to effectively communicate their value to prospects.
- Provide valuable insights and feedback to improve sales and marketing strategies.

Web Developer

October, 2022 - April, 2023

SonoPath -Veterinary Sonography Medicine – Andover, NJ

- Maintain, enhance, and optimize several corporate websites in an Agile environment.
- Collaborate with designers, project managers, and other developers to create functional and visually appealing websites.
- Troubleshooting website issues and bugs
- Maintained modules, plugins, and functionality across company websites.
- Responsible for maintaining, expanding, and scaling company sites.
- Ensured that websites and web applications are optimized for speed, performance, and SEO
- Communicating project status, timelines, and any issues or roadblocks with stakeholders

Realtor  
eXp Realty LLC – Palm Bay, FL

January, 2020 - December, 2022

- Diligently prospecting for potential clients, I consistently made 80-100 calls per day to generate leads and fill my sales pipeline, resulting in significant growth in sales opportunities.
- To enhance organization and prevent lost leads, I implemented a customer relationship management (CRM) system, ensuring every lead was tracked and followed up promptly.
- Helped clients buy, sell, and rent properties while providing exceptional customer service.
- Conducted market research to stay up to date on current real estate trends and prices.
- Attended networking events to build and maintain relationships with potential clients.
- Provided guidance and assistance to clients during the negotiation process.
- Maintained accurate records of all transactions and followed up with clients as necessary.
- Stay up to date on local and national real estate laws and regulations.

Realtor  
Watson Realty Corp – Melbourne, FL

October, 2019 - November, 2020

- Helped clients buy, sell, and rent properties while providing exceptional customer service.
- Conducted market research to stay up to date on current real estate trends and prices.
- Attend networking events to build and maintain relationships with potential clients.
- Provided guidance and assistance to clients during the negotiation process.

Door to Door Sales Rep  
Maspan Solar Consulting – Palm Bay, FL

January, 2018 - December, 2019

- Conducted research on potential customers and identified potential leads for solar power systems.
- Initiated contact with potential customers and scheduled meetings to discuss solar power options.
- Educated potential customers about the benefits of solar power and answered their questions and concerns.
- Conducted site visits to assess customer needs and recommend solar power solutions.
- Prepared proposals and cost estimates for solar power systems.
- Negotiated pricing and contracts with customers.
- Ensured customer satisfaction throughout the sales process.
- Followed up with customers post-sale to ensure proper installation and satisfaction.
- Continuously maintained knowledge of solar power technology, industry trends, and regulatory changes.
- Collaborated with installation and service teams to ensure customer needs are met.

IT Tech Support  
Radial Inc. – Melbourne, FL

January, 2017 - January, 2018

- Provided technical support and assistance to clients in a timely and efficient manner.
- Troubleshooted and diagnosed hardware and software issues and performed repairs or replacements as necessary.
- Installed and configured software, hardware, and peripherals, including printers, scanners, and other devices.
- Maintain company's computer systems, including updating software and performing routine maintenance tasks.
- Monitored and maintained system security, including managing antivirus software and firewalls.
- Ensured that backups of important data are performed regularly and stored securely.
- Documented all technical procedures and solutions and maintained an up-to-date knowledge base.

## EDUCATION

Full Stack Web Development Certificate  
University of Central Florida - Orlando, FL  
March 2022 - September 2022

Bachelor of Science in Computer Science  
University of Central Florida - Orlando, FL  
January 2022 - May 2026

Associate of Art  
Tallahassee Community College - Tallahassee, FL  
January 2019 - May 2021