

Robert Benney

303 West Furnace Branch Road, Glen Burnie, MD, 21061
Rob.Benney@gmail.com (443) 668 0121

Professional Work Experience

2U Inc. August 2021 - Present
Admissions Counselor Lanham, MD

- Counsel and Consult each student to uncover their “why” for enrolling.
- Recommend students to the appropriate program based on their needs.
- Establishing rapport with prospective students, providing support and encouragement.
- Managing high volumes of outbound calls to prospective students.
- Establish & maintain pipeline of prospective students to hit monthly goals.

Anheuser-Busch Denver WOD April 2019 - December 2020
Business Development Representative Denver, CO

- Managed 90+ On-Premise accounts to grow distribution, volume, and profitability
- Continued to educate myself on: brewing process, beer styles, handling, and tasting
- Educated account base on our vast portfolio
- Built strong relationships with account base
- Improved our look of success in each account

New Business Development Representative

- Actively prospected for a variety of new business opportunities
- Built strong relationships with non-buy/new businesses
- Converted non-buy accounts over to loyal purchasing customers
- Managed a 77.5 sq. miles of territory, Ranging from Boulder, CO to Littleton, CO
- Consistently achieved my monthly targets
- Educated new customers on vast portfolio
- Assisted sales team to regain lost business

Capital Eagle Inc June 2015 - March 2019
On Premise Sales Area Manager Washington, D.C.

- Supervised 4 On-Premise sales territories in Washington, DC
- Worked with each Sales Rep to help them grow personally and professionally
- Created and tracked PFP goals
- Worked with sales staff to create individualized sales plans and goals
- Recruited, interviewed, and trained new sales staff members
- Created a training manual for the sales staff
- Tracked and analyzed sales, account execution, and performance vs competition in over 350 accounts
- Balance individual goals of multiple suppliers with Capital Eagle goals in accounts
- Used Salesforce and GoSpot Check to track and execute Activ 8 and SAP

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On Premise Sales Representative

- Named Salesman of the Year for Capital Eagle in 2016
- Promoted from Swing Rep to Sales Rep within first month at Capital Eagle, and promoted to a higher profile route within 8 months
- Gained experience running multiple routes
- Transitioned competitive and non-buy accounts into loyal Capital Eagle accounts
- Organized routes to improve efficiency and profitability
- Conducted staff trainings to help increase account knowledge
- Adopted leadership role helping transition new team members

Monumental Sports and Entertainment

February 2013 - March 2015

Regional Sales Manager

Washington, D.C.

- Sold Washington Capitals entertainment packages
- Built relationships to provide repeat business and excellent customer service
- Proactively created opportunities for new business with existing clients
- Called existing clients and new leads to generate sales
- Handled incoming calls from prospects for all ticket products
- Maintained complete and accurate records
- Built in-person relationships with prospects and current clients on game night
- Assisted in the creation of marketing materials for in game sales tables
- Utilized Salesforce.com and Archtics to manage clients and process orders

Vocus Inc

September 2012 - February 2013

Lead Generation

Beltsville, MD

- Prospected organizations with marketing needs to identify new business opportunities
- Prioritized and manage accounts based off of marketing strategies and cycle
- Worked closely with the marketing department to generate leads
- Educated potential clients on the value of our tools to easily track their marketing campaign
- Managed leads and schedule qualified product demonstrations for senior sales
- Assisted clients with measuring their success using our marketing tools
- Helped our clients get ahead with the use of our SEO and social media tools
- Utilized Salesforce.com to prepare target lists for cold calling, maintaining prospect data and prioritizing daily activity

Education

George Washington University

July 2022

BootCamp: Certificate in Full Stack Development

York College of Pennsylvania

May 2012

Bachelor of Science in Sport Management

Minor: Marketing

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Computer/ Technical Skills

MS office / Mac Office

HTML / CSS / Responsive Design

Node.js / Express.js / MySQL

Salesforce

jQuery / JavaScript / AJAX

MongoDB / React