

RYAN J. BAIRD

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EDUCATION

Augustana University | Sioux Falls, SD | 2009 - 2013

- B.A. in Psychology and a minor in Philosophy. Coursework included non-verbal communication, persuasion, decision-making, attention, personal behaviour change, business leadership and ethics.
- Researched and wrote papers on topics such as basic emotional responses, positive behavior change, decision fatigue and environmental ethics.

WORK EXPERIENCE

Inside Sales Representative at Lifetouch National School Studios | 2018 - 2019

- Delivered over \$600K in qualified leads to Sales Professionals over 6 months.
- Developed strategies with Territory Sales Managers to build relationships with high value accounts.
- Contacted over 200 K-12 schools across California, Washington, New York and Pennsylvania each week to qualify and schedule meetings with decision makers.
- Worked with Inside Sales Manager to increase department productivity. Methods include improving territory documentation, implementing workflow automation and updating email sales copy.
- Maintained CRM with updated contact information, call details and recommended next steps.

Lead Sales Consultant at Best Buy & Best Buy Mobile | 2013 to 2018

- Coordinated with 10+ store leadership members and managed 100+ staff members to ensure store met Top 25% expectations.
- Maintain knowledge of 100+ common products and services. Merchandise and sell a variety of products including mobile phones, tablets, personal computers, gaming consoles and their corresponding services.
- Developed personalized coaching techniques for staff to achieve business goals through execution of the Best Buy Mobile sales philosophy.
- Key holder activities such as opening/closing the store, inventory management, secure storage of customer information, cash/safe management & staff scheduling.
- Designed and executed Instagram and Twitter promotions.

Licensed Massage Therapist at Power Wellness | 2017 - 2018

- Performed 12-20 hours of massage/week with a range of modalities - including Swedish, cupping, deep tissue/sports, pregnancy, Myofascial Release and Integrated Manual & Orthopedic Massage
- Develop action plans to achieve desired client goals including postural improvement, stretching, strengthening and relaxation.
- Wrote detailed SOAP notes based on client interactions and conditions.
- Maintained a clean and comfortable environment in massage rooms.

ADDITIONAL INFORMATION

- Bi-weekly performer for Brand Name Improv at Augustana University.
- Offered consulting services for Sioux Falls-based photographers and artist. Services include copywriting, business plan development and social media marketing.
- Computer Skills:
 - **Basic:** Markdown syntax, Final Cut Pro, iMovie, Photoshop and Illustrator.
 - **Intermediate:** Microsoft Office Suite (Word, Excel, etc) and Google/Mac equivalents.
 - **Advanced:** Google Search, mobile apps and IOT services.

REFERENCES | AVAILABLE UPON REQUEST