

# Robin C. Hoffpauir

Email: [Robinhoffpauir772@gmail.com](mailto:Robinhoffpauir772@gmail.com)

Phone: 850-225-7539

LinkedIn: <https://www.linkedin.com/in/robinchoffpauir>

Portfolio: <https://www.robinhoffpauir.carrd.co>

---

## Summary

Dynamic and results-driven Account Executive with 5+ years of expertise in technology and SaaS sales. Proven track record in driving sales growth through customer-centric, consultative approaches. Highly skilled in data analytics and capitalizing on opportunities across diverse markets. A former college baseball player, bringing a passion for teamwork, strategic planning, and solving complex challenges.

---

## Experience

### Account Manager - West Region

ISI Analytics

Jun 2022 - Present

- Spearheaded sales of cutting-edge SaaS solutions in telecommunications by leveraging targeted marketing strategies.
- Achieved an average of 130% of annual sales targets over two years through strategic client engagement and upselling techniques
- Cultivated relationships with key decision-makers, increasing market penetration by 50% through personalized outreach programs.
- Negotiated and closed high-value deals, contributing to 30% year-on-year revenue growth.

### Founder/Lead Sales Engineer

Parlayking LTD.

May 2020 - Jun 2022

- Delivered presentations and demos highlighting unique value propositions, tailoring each demo to specific client needs.
- Developed specific and focused Product Demos to shorten sales cycle
- Supported sales team in client acquisition and revenue growth, leading to a 25% increase in new client onboarding
- Planned and executed strategic deals in complex sales cycles.
- Matched customer pain points to proposed solutions, resulting in a 15% reduction in customer churn rate.

## Account Executive

Compliance Solutions

Aug 2018 - May 2020

- Exceeded sales goals by 10% or more each month.
  - Generated 50+ new accounts through effective networking and targeted content marketing campaigns.
  - Successfully managed budget forecasting, goal setting, and performance reporting, leading to a 15% increase in forecast accuracy.
  - Built long-term relationships with corporate leaders to inculcate a true symbiotic partnership
- 

## Education

Metropolitan State University of Denver

Bachelor's degree in business administration and management

Jan 2013 - Jun 2015

Enterprise State Community College

Associate's Degree in Business Administration and Management

Aug 2010 - May 2011

Attended on a baseball scholarship.

---

## Skills

- Channel Sales
- Customer Relationship Management (CRM)
- Quota Achievement
- Contract Negotiation
- Sales Cycle Management
- Outbound Lead Generation
- Business-to-Business (B2B)
- Solution Selling
- Pipeline Management
- Python (Programming Language)
- HTML5/CSS/JS