

# ALEX (AJ) DORFMAN

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## EXPERIENCE

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Freelance Employment

December 2022 – Present

**Sales Manager** | DealerLeads

- Creates sales resources, including templated emails and a customer relationship management system
- Advises founder on sales best practices to effectively convert potential clients
- Develops and grows sales through prospecting, cold calls, and relationship development
- Analyzes data and reporting through Google Analytics to effectively show ROI

**Marketing Consultant** | Southern California Golfers Community (10,000-member online community)

- Develops and executes marketing strategy to generate revenue through advertisements and event sponsorships
- Establishes sales process and tools, including a price sheet

Crexi (real estate SaaS)

June 2022 – January 2023

**Account Executive**

- Conducted thorough and effective product demonstrations to potential new customers
- Recorded and maintained sales data within customer relationship management system (Salesforce)
- Converted existing and new customers to the paid version of the platform through effective sales outreach
- Attended events and conferences and made 40+ cold calls daily to promote the Crexi product

Marcus & Millichap

May 2020 – May 2022

**Commercial Real Estate Investment Associate**

- Marketed multi-family investment properties to potential buyers, with an emphasis on 1031 exchanges
- Analyzed ownership records, market data, and industry trends to identify potential sales opportunities
- Fostered strong client relationships by partnering with clients to create individualized investment plans
- Closed over \$17 million in sales
- Recipient of 2021 Rising Star Award

Young's Market Company

April 2017 – May 2020

**On-Premise Sales Representative**

- Managed 55 accounts with a full book of products
- Led wine and spirits training sessions, tastings, and special events for restaurant and bar buyers and managers
- Grew territory net sales by 80% annually
- Performed in top 5 out of 150 sales representatives in territory volume growth

**DSD Sales Representative**

- Managed portfolio of 22 accounts with a full book of products
- Introduced new products and improved distribution to ensure in store promotion results

## CERTIFICATIONS AND LICENSES

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California Real Estate License #02121765

Customer Success Manager: Fundamentals to your CSM Career | Udemy

Google Analytics for Beginners | Google Analytics Academy

## EDUCATION

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SAN DIEGO STATE UNIVERSITY, BACHELOR OF ARTS