

Theresa Rutledge

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RELEVANT PROFESSIONAL EXPERIENCE

October 2018 to August 2019 Everlaw – Oakland, CA

Account Executive

- Built relationships with clients to understand their processes and requirements to facilitate mutually beneficial partnerships
- Managed the full sales cycle including product demonstrations, RFPs, proof of concept, contract negotiation and coordination of deliverables upon close
- Collaborated with customer success team to ensure strong client implementations
- Worked with solutions team to create seamless interactions with clients for technical aspects of the sales process

CLIENT BASE: Medium to large law firms, west coast

ACHIEVEMENTS: Tripled prospective client database

January 2017 to September 2018 Relex– Remote Position

Business Development Manager

- Drove expansion of US presence for European retail software provider
- Worked with prospective clients to analyze existing processes and make recommendations resulting in positive ROI
- Heavily involved in proof of concepts, managing project requirements, timelines and success criteria
- Collaborated with marketing team to plan and execute events to drive brand awareness and new opportunities

CLIENT BASE: Retail and Manufacturing organizations > \$1B in annual revenue

ACHIEVEMENTS: Grew prospective client base by over 20%

February 2015 to December 2016 Mobitor – Walnut Creek, CA

Account Executive

- Managed the creation of new client opportunities for SaaS application
- Created client proposals, scope of work agreements, and service agreements
- Negotiated contract terms
- Coordinated RFP participation and responses
- Worked closely with customer success team for implementation/integration discussions

CLIENT BASE: Retailers, Retail 3rd party service providers, and Medical Device Manufacturers,

ACHIEVEMENTS: Increased close rate by 50%, Top Performer 3 quarters in a row

June 2012 to February 2015 Safeway – Pleasanton, CA

Category Analyst

- Developed product line marketing strategies
- Identified product demand and market trends based on historical and forecasted data
- Made purchasing decisions aligned with category strategies and analytics
- Managed vendor RFPs

ACHIEVEMENTS: Exceeded annual sales and profit goals in 2014

Created an innovative promotional campaign for the DVD category resulting in YOY growth.

EDUCATION

Current **U.C. Berkeley Extension**, Remote
Full Stack Web Development Certification

May, 2012 **BS, Business Administration, Sonoma State University**, Rohnert Park, CA
Double concentration in Marketing and Wine Business Strategies

TECHNICAL SKILLS

HTML | CSS | JavaScript | React | APIs | Node | Express.js | SQL | MongoDB

SOFTWARE EXPERIENCE

Google Workspace | Salesforce | Github | Heroku | Zoom | Microsoft Office Suite

VOLUNTEER WORK	HOBBIES & INTERESTS
American Diabetes Association	Tennis
Loaves & Fishes	Skiing
St. Joan of Arc Church	Cricut crafts
Circle of Sisters	Knitting