

# TOMAS O'KEEFE

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## WORK EXPERIENCE

Labra.io | New York, NY

Account Executive (Full-Cycle) | Aug 2025 – Present

- *Quota Overachievement:* Achieved **143.6% of cumulative quota YTD** (2025) and **574% of monthly quota** in October, consistently exceeding revenue targets in a high-velocity environment.
- *Full-Cycle Social Selling:* Sourced **100% of closed-won deals via outbound** efforts, utilizing strategic social selling and data-driven insights to manage the complete sales cycle from discovery to closure.
- *Strategic Consulting:* Served as a trusted adviser to ISVs, educating stakeholders on Cloud Marketplace value (AWS, Azure, GCP) and guiding technical leadership through complex infrastructure transformations.

Business Development Representative | Feb 2025 – Aug 2025

- *Rapid Progression:* Promoted to Account Executive within **6 months** (sole promotee from cohort of 8) after demonstrating an entrepreneurial mindset and becoming the **#1 BDR**.
- *Sales Innovation:* Engineered proprietary sales cadences that achieved a **2.2% conversion rate** (vs. team avg 1.2%), leveraging Python/n8n to establish scalable best practices for the broader sales team.
- *Workflow Optimization:* Built and deployed full-stack automation tools (Playwright/Supabase) to streamline territory management and data sourcing, significantly optimizing the outbound engine.

Landing Gear Productions | New York, NY

Tech Lead & Associate Producer | Feb 2024 – Jan 2025

- *Revenue Impact:* Built pitches that led to the close of a **\$50K+ project with Delta Airlines** by presenting personalized event solutions aligned with brand goals.
- *Client Management:* Managed client-facing communications for high-profile activations with **Berkshire Hathaway and Google** (Gemini x Pods Ad at Cannes Lions).
- *Growth:* Increased Pods' search volume by **51% YoY** in NYC, achieving the largest weekly gain of 2024.

Maria Farinha Filmes | São Paulo, Brazil

Communications Intern | Jan 2023 – Dec 2023

- *Social Strategy:* Developed tailored social strategies for partner organizations, increasing Instagram follower count by **300K** (a 275% increase).
- *Project Management:* Coordinated communication across 5 states, managing a **\$200K budget** for a political documentary.

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## EDUCATION & LEADERSHIP

PUC-SP - Catholic University of Sao Paulo | BA in Media and Communications GPA: 4.0

- **Thesis:** "The role of AI in Civic Engagement." Applied LoRA to Open Source diffusion generative AI model.
- **Leadership:** Soccer Team Captain (PUC-SP) | A-League Team Member (SPAC) | Tigres UANL Academy

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## SKILLS & INTERESTS

- **Sales Tech Stack:** LinkedIn Sales Navigator, HubSpot, SalesLoft, Apollo, LeadIQ, Clay.
- **Languages:** English (Native), Portuguese (Native), Spanish (Fluent).
- **Interests:** Tech, Soccer, Pickleball, Hiking, Surfing, Backgammon, Chess.