





ARIA PHILLIPS

BUSINESS-TO-BUSINESS SALES MANAGER

CONTACT

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Fort Washington, PA 
[LinkedIn](#) 

EDUCATION

Bachelor of Science
Business Administration
University of Pennsylvania
2009 - 2013
Philadelphia, PA

SKILLS

Zoho CRM
ActiveCampaign
Looker
Outreach
Cisco Webex
Trello
HelloSign
ZoomInfo
Freshdesk
Hootsuite

WORK EXPERIENCE

Business-to-Business Sales Manager

Johnson & Johnson

2021 - current / Fort Washington, PA

- Organized quarterly training sessions for the sales team on Outreach best practices, yielding an average of 127 additional successful outreach attempts per month
- Streamlined pipeline management by implementing Trello for project tracking, reducing delays for client deliverables by 36%
- Analyzed existing market data using ZoomInfo, **acquiring 54 new high-value clients within six months**
- Managed Zoho CRM tracking to optimize B2B sales pipelines, increasing lead conversion by 24% over nine months

Field Sales Representative

GlaxoSmithKline

2017 - 2021 / Philadelphia, PA

- Systematized appointment scheduling and follow-ups with Outreach, reducing time spent on administrative tasks by eight hours per week
- Led product launch campaigns using ActiveCampaign, achieving 1,082 more engagement interactions compared to previous launches
- Reviewed customer feedback through Freshdesk, aiding strategies that cut response time for customer inquiries by 42%
- Evaluated customer data and market trends with Looker, **generating an additional \$132K in revenue from identified sales opportunities**

Account Executive

Comcast

2013 - 2017 / Philadelphia, PA

- Conducted virtual presentations using Cisco Webex, enhancing client understanding and increasing deal closure rates by 11%
- Processed complex contracts using HelloSign, ensuring a 100% compliance rate and reducing contract turnaround time from six days to three days
- Monitored social media engagement with Hootsuite, **yielding 1,308+ new followers and 387 new inquiries about services**
- Spearheaded a customer re-engagement campaign through ActiveCampaign, driving a 22% improvement in renewal rates for broadband services