**Marcos Elrahi Senior Account Executive**

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Ambitious and award-winning professional with solid experience as senior account executive in account and sales management, business development, and information technology. Skilled in leveraging a record of accomplishment encompassing client relations, account, and staff management to increase organizational productivity. Adept at maintaining positive and productive relationships with internal partners and clients globally and developing strategies for staff development and retention. Expertise in inspiring, training, and coaching teams on prospecting and selling techniques to build strong pipelines and achieve high conversion rates.

**Core Accomplishments**

#1 in SaaS Sales in 2017 and 2018 | 143% of 2017 Quota – Annual Presidents Club Winner | 154% of 2018 Quota – Annual Presidents Club Winner | 215% of 2019 Quota – Annual Presidents Club Winner

**Professional Experience**

**WordStream, Boston, MA** • Mar 2016 to Present

**Senior Global Account Executive / Account Executive**

Explore mid-market to enterprise leads via email and phone to develop through sales funnel. Control full sales cycle internationally for SaaS PPC product and agency services. Succeed and consult prospects regarding PPC advertising accounts i.e. Adwords/BING and overall marketing strategies. Leverage marketing automation and SFDC tools for organizational and strategic contact cadence. Operate full sales lifecycle for SaaS products and oversee services efficiently. Establish and administer a strong pipeline of potential customers and execute with management team to deliver an accurate sales forecast. Execute with marketing and product teams to improve lead flow and product functionality.

**Key Accomplishments:**

* Educated both new and senior sales representative on advanced sales techniques to enhance productivity.
* Conducted full account analysis, presentations, and product demonstrations through Go To meeting.
* Achieved $330K in lifetime recurring revenue (SaaS & Services).
* Recognized by senior management and promoted to senior account executive from team lead as a result of superior performance.
* Organized and presented personalized online software demonstrations and directed key decision makers via WordStream solution and buying process.
* Possessed great understanding of sales enablement tools, including Salesforce, Marketo, Drift, Intercom, and Gong.

**Team Lead**

Administered team and individual performance across activity, key metrics, forecasted opportunities, and revenue targets. Developed skills, confidence, and trust with direct reports and presented developmental feedback for continuous improvement. Performed and collaborated with other sales managers, directors, and executives across organization. Led and organized training sessions on skills enhancement.

**Key Accomplishments:**

* Preserved professional and technical knowledge of digital paid advertising, including Google Adwords, BING Ads, Facebook Ads, and WordStream’s offerings.

**The Computer Merchant, Norwell, MA** • Sep 2011 to Apr 2016

**Technical Recruiter**

Maintained specialized focus within healthcare, banking, hospitality, and information technology fields. Performed with account executives to determine top accounts, client skill sets, and key market segments as well as, evaluated clients’ staffing requirements. Negotiated salaries, terms, and employment circumstances with candidates and hiring managers.

**Key Accomplishments:**

* Examined, recognized, and qualified candidates in response to client requirements for contract positions.
* Oversaw and managed entire interview life cycle with candidates through placement process.
* Carried out with human resource departments regarding on-boarding new appoints, start, employment documents/contracts, and payroll/timesheets.

**Education & Training**

**Bachelor of Science in Business Administration**

University of Rhode Island | Kingston, RI | 2011