

# Ari Horowitz

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## Core Competencies

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Microsoft Office, Pivot Tables, Vlookups, Power BI, Salesforce.com, Outreach, Bing Ads Certified, Google AdWords Certified. Customer Acquisition, Paid Search Optimization, Sales Operations, Lead Generation, Project Management

## Professional Experience

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### **Customer Renewals Manager at Nintex** **7/2019 – 9/2019**

- Oversee all assigned contract renewals in upper NE and MW territory (11 states and 200 customers)
- Exceeded \$200k monthly renewal quota
- Ensured timely communication, accuracy, and execution of customer renewal 120 days prior
- Raised customer support inquiries with Licensing and Technical Evangelist teams
- Utilized Salesforce for account history, usage data, and quoting the upcoming renewal
- Provide support to Territory and Account Managers for upselling and new business opportunities

### **SEM Technical Account Manager (Bing Ads) at Microsoft** **3/2017 – 6/2019**

- Data and reporting analyst for clients spending over \$50k/month on paid search
- Extension of account management team recommending/pitching new account optimization decisions
- Onboarding specialist for client invoicing and account creation
- Liaison to internal Bing Ads teams for escalation support (Editorial, Billing, Technical)
- Resolve customer issues, emphasizing professionalism and satisfaction within 3 day SLA
- Team lead and oversight for all sales process documentation (Excel macros and template instructions)
- Lead trainer for Editorial Escalations, managing team communication and triage efforts

### **Inside Sales/Sales Development Representative at Apptentive** **10/2016 - 1/2017**

- Inbound liaison between sales and marketing to ensure proper lead generation efforts
- Outbound lead specialist (LinkedIn, event attendance, top rated apps/industry trends)
- Generated 15 qualified opportunities/quarter worth \$10k/annually for the Account Executive team
- Developed prospective client relationships via consultative selling techniques
- Primary contact for Apptentive customer support channels and triaging support requests
- Consolidate, interpret, and disseminate product feedback from potential clients

### **Inside Sales/Market Development Representative at Marchex** **7/2015 – 8/2016**

- Initial point of contact for all marketing qualified inbound leads (tradeshows, events, marketing collateral, etc.) via phone email, and LinkedIn
- Qualified and set meetings for Business Development Specialists (25/quarter)
- Recorded all activity in Salesforce by setting tasks, reminders, and future events
- Subject matter expert for the full Call Analytics and Intelligence product suite
- Agency and Enterprise Development
  - Strategic outbound prospecting for targeted list of 50 accounts
  - Set follow-up meetings with Business/Agency Development Directors

### **Operations Manager at Cartridge World** **9/2013 – 7/2015**

- Oversee all sales and marketing operations for 38 stores within the PNW and NCB territories
- Communication liaison between the Franchisee and Cartridge World North America
  - Introduce new product/technology to forecast what the stores will sell
  - Share territory best practices to emphasize a competitive advantage over competition
- Build and maintain business relationships.
  - Implemented LinkedIn targeting measures which helped grow new business sales 30%
  - Search optimization specialist to locate retail/business customers

## Education

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University of Oregon

*Bachelor of Arts in Environmental Studies with a minor in Business Administration*