

Ari Horowitz

Seattle, WA 98102

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Core Competencies

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

Professional Experience

Data Operations Analyst at Launch CG **11/2019 - Pres**

- Supported East Region, Healthcare, and Financial Services Microsoft SEL Assignment teams
- Utilized MS SALES for account hierarchy and revenue figures
- Liaison to internal Microsoft teams including Revenue Support, Quota, and Data Operations
- Ensure timely analysis of each parenting, territory, and enrollment request within 2 day SLA

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 Operations Analyst (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 Aptentive **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 Aptentive 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

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Education

University of Oregon

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