**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**

**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 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**

University of Oregon

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