

RICHARD PERROTTA

Sales Analyst and Client Development Representative

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EXPERIENCE

Sales Analyst and Client Development Representative

- Auxis Consulting & Outsourcing 06/2022 - 07/2024 Plantation, FL
- Outbound Sales & Lead Management:** Led strategic outbound sales efforts, including cold calling and email campaigns, successfully generating \$300K in revenue and consistently meeting lead quotas. Served as the key point of contact for IT consultations, managing lead qualification and facilitating meetings with clients and account executives.
 - Pricing & Proposal Management:** Spearheaded pricing calculations and conducted review meetings with C-suite executives. Managed IT RFPs, RFIs, and BPA, ensuring alignment with schedules and requirements. Authored the Standard Operating Procedure for pricing and provided training to team members.
 - Data Analytics & Reporting:** Developed comprehensive reports and dashboards using HubSpot CRM. Conducted salary band analyses for Costa Rica and Colombia, and presented customer satisfaction data through Net Promoter Score surveys.
 - Team Development:** Mentored new client development employees, offering guidance on messaging strategies, tactics, and best practices, contributing to their successful onboarding and performance.

Marketing Specialist, Intern

- Vanguard Energy Partners 05/2021 - 08/2021 Branchburg, NJ
- Digital Marketing:** Enhanced the company's digital marketing strategies by creating and optimizing digital communications and marketing collateral. Developed and presented a refined company positioning statement.
 - Content Development:** Redesigned primary and secondary customer brochures and collaborated on website content enhancements, including SEO optimization.
 - Social Media Management:** Curated and scheduled weekly LinkedIn posts to align with strategic marketing objectives.

Route Manager

- Apptive Environmental 05/2019 - 08/2019 King of Prussia, PA
- Sales & Marketing:** Successfully marketed quarterly pest control contracts through direct, door-to-door sales efforts, utilizing persuasive communication techniques to increase contract sales.

ROLES OF RESPONSIBILITY

Volunteer

- Families for Families 2021
- Contributed to a local non-profit dedicated to supporting Section 8 housing families by donating essential household items, including furniture, appliances, and clothing.
 - Assisted in the logistics and physical moving process, helping families transition into their new homes at no cost.

REFERENCES

Rosemarie Marshall
Vice president of Sales
Auxis consulting and Outsourcing
rosemarie.marshall@auxis.com

Jose Alvarez
Senior Managing Director
IT Operations
Auxis Consulting and Outsourcing
jose.alvarez@auxis.com

SUMMARY

Dynamic and results-oriented Sales Analyst and Client Development Representative with over two years of experience in driving revenue growth through strategic outbound sales, lead management, and data analytics. Demonstrates a robust ability to manage complex pricing strategies, create compelling proposals, and mentor team members to achieve organizational objectives. Proficient in leveraging digital marketing and CRM tools like HubSpot to deliver actionable business insights, enhance customer satisfaction, and support decision-making at the executive level.

EDUCATION

Bachelor of Business Administration in Marketing

University of Miami
01/2018 - 05/2022
Coral Gables, FL
GPA 3.8 / 4.0

- Relevant Coursework: New Product Development, Digital Marketing Analytics, Marketing Research and Analytics, Consumer Behavior, Operations Management, Professional Selling

Bachelor of Business Administration in Marketing

Syracuse University
08/2018 - 05/2020
Syracuse, NY
GPA 4.0 / 4.0

- Note key learnings, experience and skills gained relevant to the job.

SKILLS

CRMExcelHubspotHubspot CRM

Microsoft OfficeMicrosoft Office Suite

SEOSharePointZoominfo

CERTIFICATION

Manipulation, and Presentation
Core Data Analysis
Microsoft Office Specialist Excel 2016

LANGUAGE (OPTIONAL)

English Native ●●●●●