

RICHARD PERROTTA

Sales Analyst | Revenue Growth | Data Analytics | Client Development

+1 (551) 579-8222 @ 18rperrotta@gmail.com linkedin.com/in/richard-perrotta-891aa6199 Fort Lauderdale

EXPERIENCE

Sales Analyst and Client Development Representative

Auxis Consulting & Outsourcing 06/2022 - 07/2024 Plantation, FL

- Revenue Generation:** Led strategic outbound sales efforts, including cold calling and email campaigns, generating over \$300K in revenue.
- Lead Management:** Managed lead qualification, facilitated IT consultations, and coordinated client meetings with account executives.
- Pricing & Proposals:** Spearheaded pricing calculations and conducted review meetings with C-suite executives. Managed IT RFPs, RFIs, and BPA processes.
- Data Analytics:** Developed comprehensive reports and dashboards using HubSpot CRM, including salary band analyses and Net Promoter Score surveys.
- Team Development:** Mentored new employees on messaging strategies, tactics, and best practices, contributing to successful onboarding and performance.

Marketing Specialist, Intern

Vanguard Energy Partners 05/2021 - 08/2021 Branchburg, NJ

- Digital Marketing:** Enhanced digital marketing strategies by creating and optimizing communications and marketing collateral.
- Content Development:** Redesigned customer brochures and collaborated on SEO optimization for website content.
- Social Media Management:** Curated and scheduled weekly LinkedIn posts, aligning with strategic marketing objectives.

Route Manager

Aptive Environmental 05/2019 - 08/2019 King of Prussia, PA

- Sales & Marketing:** Successfully marketed quarterly pest control contracts through direct, door-to-door sales efforts, increasing 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.

EDUCATION

Bachelor of Business Administration in Marketing

University of Miami 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 2018 - 2020 Syracuse, NY

CERTIFICATION

Manipulation, and Presentation

Core Data Analysis

Microsoft Office Specialist Excel 2016

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. Adept at managing complex pricing strategies, creating compelling proposals, and mentoring teams 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.

TRAINING

Sales Training

Sandler

SKILLS

CRMMicrosoft Office Suite

Excel SpecialistSEOSharePoint

ZoominfoHubspotHubspot CRM








Microsoft OfficeDigital Marketing

Data AnalysisPricing Strategy

Report DevelopmentCommunication

Content DevelopmentProposal Writing

STRENGTHS

-  Sales proficiency
Skilled in strategic outbound sales techniques.
-  Data analytics
Expert in creating impactful data dashboards and data-driven decision-making.
-  Digital marketing
Proficient in managing and optimizing content for digital platforms.
-  Team leadership
Experienced in mentoring and onboarding staff.
-  CRM Tools Expertise
Expert in leveraging CRM tools like HubSpot for business insights.
-  Team Mentoring Skills
Strong ability to mentor and develop team members.
-  Proposal Writing Expertise
Proficient in creating strategic sales proposals.