

Richard Perrotta

3010 NE 6th Ave Apt 309, Oakland Park, FL 33334

551-579-8222 | 18rperrotta@gmail.com | LinkedIn: linkedin.com/in/richard-perrotta-891aa6199

Professional Summary

Results-driven Sales Analyst and Client Development Representative for 2 years with extensive experience in outbound sales, lead management, and data analytics. Proven ability to manage pricing and proposals, mentor team members, and deliver impactful data insights. Adept at leveraging digital marketing strategies and CRM tools to drive business growth.

Work Experience

Auxis Consulting & Outsourcing – Plantation, FL

Sales Analyst and Client Development Representative

June 2022 – July 2024

- **Outbound Sales & Lead Management:** Spearheaded outbound sales initiatives including cold calling and email campaigns to drive new business for IT managed services, independently generating 300k in revenue and meeting lead quotas. Acted as the primary contact for inbound IT consultations, managed lead qualification, and facilitated meetings with Clients and Account Executives.
- **Pricing & Proposal Management:** Conducted pricing calculations and led review meetings with C-suite executives. Managed IT RFPs, RFIs, and BPAs, ensuring accurate scheduling and requirements. Wrote the Standard of Procedure for pricing and trained coworkers.
- **Data Analytics & Reporting:** Generated reports and dashboards using HubSpot CRM. Conducted annual salary band analysis for Costa Rica and Colombia. Analyzed and presented customer satisfaction data via Net Promoter Score surveys.
- **Team Development:** Mentored two new client development employees, providing guidance on messaging, tactics, and best practices.

Vanguard Energy Partners – Branchburg, NJ

Internship, Marketing Specialist

May 2021 – August 2021

- Enhanced digital marketing efforts by creating and revitalizing digital communications and handouts. Developed and presented the company's positioning statement.
- Reworked primary and secondary customer brochures and collaborated on website content and SEO improvements.
- Created weekly LinkedIn posts aligning with strategic objectives.

Aptive Environmental – King of Prussia, PA

Route Manager, Summer Sales Associate

May 2019 – August 2019

- Marketed quarterly pest control contracts through door-to-door sales, utilizing advanced communication and persuasive strategies to increase sales value.

Education

University of Miami – Coral Gables, FL

Bachelor of Business Administration in Marketing

May 2022

GPA: 3.8/4.0

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

Syracuse University – Syracuse, NY

Bachelor of Business Administration in Marketing

2018 – 2020

Skills, Certifications, and Activities

- **Technical Skills**: Microsoft Office Suite, SharePoint, HubSpot, ZoomInfo
- **Certifications**: Microsoft Office Specialist Excel 2016: Core Data Analysis, Manipulation, and Presentation
- **Activities**: Soccer, Fitness, Traveling