

Jonathan T Kelley

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EXPERIENCE:

Georgia Tech Full-Stack Developer Bootcamp Student

Atlanta, GA

March 2020 to Present

Personal Growth and Development

- Full emersion in learning new languages and coding (HTML, CSS, Javascript, JQuery, ES6)
 - Led team of 4 into finishing projects, ensuring all necessary points were hit and implemented points to leverage each individual's strength
 - Used previous experiences to enhance my ability to carry forward into a Junior Developer
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NCC Group Account Manager

Atlanta, GA

October 2018 to Present

Business Development/Sales

- Managed complex accounts through multiple relationships (C-Suite, technical, procurement, project managers, finance)
- Proven success through generating new business with other business departments for existing clients, inclusive of identifying and pursuing up-sell opportunities
- Experience with complete full-cycle sales management
- Monitored competitor activity to fine-tune sales approach to address latest market developments

Sales Development

March 2018 to October 2018

Sales Development

- Work within accounts, both personal and collaboratively, to build increased interest to upsell verification
 - Consistently meet given goals over projects
 - Generated and qualified prospective leads, followed by booking sales meetings
 - Serve as a consultant in software escrow to implement action plan for each prospect
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Comcast Business Account Executive

Atlanta, GA

April 2017 to March 2018

Business to Business Sales/Development

- Built step by step process for onboarding of new hires in understanding internal programs
 - Worked in unison with on going business relationships to identify new business opportunities within territory
 - Surpassed required sales quota on a consistent basis at an average rate of 106% to 143% while upholding high close rate and excellent customer service
 - Influenced customers to purchase products and services through data mining, vertical trends, and company research
 - Tracked orders on throughout process with customer and team to ensure prompt and successful delivery of product and services
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Workout Anytime
Director of Sales and Operations
September 2015 to November 2016

Atlanta, GA

Management

- Developed monthly/quarterly marketing plans, monitored strategies through generated reports
- Increased average unit income by over 15%, this covered over +20k per month
- Developed roadmaps, metrics and measurements to track progress relative to operational efficiencies and sales productivity
- Handled all complex customer service issues in gym, personal training, and vendor relations by working with an unwavering commitment to customer service, building productive relationships, win customer loyalty through honesty and fair interactions
- Implemented employee production checklist system for a more self-sustaining business model allowing for daily production to be easily monitored and checked by upper management, in turn creating more time for executive needs
- Created multi-level self-calculating excel programs for commission sheets, goal setting, and production metrics which reduced administrative time among all employees by over 60%
- Managed over 35 employees, 7 separate locations. Responsible for the hiring and firing of employees, development of new recruits, and transitioning senior employees into new system
- Provided productivity using a combination of staggered hours and flexible scheduling facilitating employees for optimum marketing and daily production to be completed while still holding high employee moral

Business Development/Marketing

- Planned and executed strategic initiatives to achieve growth through customer focus and collaboration, driving revenue volume through targeted business plans
- Identified marketing problems and developed creative solutions to increase monetary income
- Lead monthly meetings providing newly implemented operational, marketing, and sales objectives from gathered customer and company needs, refocused, in turn implemented changes based on customer input
- Developed monthly/quarterly marketing plans, monitored strategies through reports
- Responsible for the build out and production of new club and turn-around of a club purchased due to failing production; developed brand awareness strategies for re-launches and openings
- Developed business plans for the company brand that addressed product improvements, new business target markets, and profit estimates
- Created social media policies and protocols to greatly enhance customer acquisitions, customer service, and marketing efforts
- Trained point of contact managers on social media tools and technologies, allowing the managing of social media activities to be internal process

JK Fitness ATL
Personal Trainer/Owner
January 2011 to September 2015

Atlanta, GA

Business Development

- Process daily/monthly/yearly banking, expense reports, and all other financial responsibilities
- Established learned methods so that clients could produce exercises and cues to carry through with correct form and distinguishing between incorrect movements
- Saved company 30%+ yearly expenditure through client staggering, group sessions, and referral systems

Marketing/Sales

- Generated leads and prospected future clients through usage of targeted marketing campaigns to optimize prospective clients
- Developed and implemented targeted company awareness through marketing campaigns
- Measured the cost-effectiveness of internet marketing by monitoring the MROI of online campaigns
- Beat quota by 20% annually, gross sales totals to \$90,000+ per year for year to year growth
- Promoted high client retention by offering value-added services including program development, onsite training, and consulting

EDUCATIONAL BACKGROUND

Oglethorpe University
August 2006 to May 2011
Health Sciences, B.A.
•3-year collegiate soccer player

Atlanta, GA

CERTIFICATIONS

- AWS – Certified Solutions Architect