Hello, I'm Jess Allen

I like building practical content and efficient processes to scale teams while ensuring a high-quality customer experience. I call sunny Petaluma, California home.

Experience

Sales Enablement

GitHub, San Francisco APRIL 2015 – AUGUST 2016

I was responsible for **onboarding every sales team hire** by:
- Creating presentations, exercises, and accompanying documentation on GitHub products, features, pricing, customer personas, sales process, internal tools, and software development.
- Delivering live training during new hires' first week on the above topics and collecting feedback on every session to improve content. From fall 2014 to 2016 over 150 people attended my onboarding program across sales, solutions engineering, legal, marketing, and dealdesk.
- Developing ongoing training curriculum to improve ramp time and provide practical applications of concepts e.g. using pull requests to complete training exercises.

Technical Account Manager

GitHub, San Francisco APRIL 2013 – APRIL 2015

I was responsible for **helping customers with GitHub.com and GitHub Enterprise** by:
- Responding to all inbound inquiries: answering technical, product, usability, workflow, price, license agreement, and purchasing questions to ensure customer satisfaction from pre to post sale.
- Managing renewals: license agreement and price negotiation for every Enterprise customer renewing in 2014 totaling $5.8MM in ARR. Worked with many Fortune 1000 customers including Walmart and AT&T as well as universities like MIT and Harvard.
- Improving purchasing experience for Enterprise customers by acting as sales advisor to engineering team, participating in user experience research calls, and providing feedback on changes for future iterations. Project resulted in a streamlined signatory and purchasing flow for all new and renewing customers.
- Working with engineering and finance to start accepting invoice payments from GitHub.com customers, managed all upgrades and renewals for over 200 invoiced customers.
- Providing constructive feedback to co-workers on customer-facing responses to improve voice, clarity, syntax, and grammar.

Account Manager

Methodics, Mountain View JUNE 2012 – JANUARY 2013

I was responsible for **managing customers** by:
- Communicating with existing customers on renewals and bi-annual health checks to ensure success.
- Responding to all new customer inquiries and carrying them through the sales process; organized demos, managed evaluations, generated invoices, contracts, and licenses.
- Acting as informal Scrum Master to engineering team developing a web application with the Agile methodology; assisted with customer strategy planning, sprint planning, board and ticket management, and sprint metric reporting.
- Managed redesign of company website; defined deliverables for graphic designer and web developer, created new layout, provided design mockups and page content, guided graphic designer's page design, approved comps for web developer, and ensured deliverables were met.

Sales Support Lead

The Intersect Group, Atlanta AUGUST 2010 – MAY 2012

I was responsible for **supporting leadership** by:
- Developing custom reports of performance metrics on an individual and divisional level for upper management; updated weekly through data harvest of CRM; initiating SQL project to access MaxHire CRM's database; writing custom queries to generate reports that reduced time spent on data quality control for the back office.
- Managing one direct report; providing oversight and guidance for all activities within the scope of the sales support function; developing and documenting Policies and Procedures for the Sales Support capacity.
- Managing cross-functional internal strategic projects with minimal direct supervision including: market analysis for strategically identifying new office locations; creating template forms to standardize documentation within CRM.

Skills BEGINNER TO EXPERT

HTML, Chrome developer tools, Vim, Git, Markdown, MS Office, Keynote, Salesforce.com, TextExpander, Slack, Hubot/chatops, GitHub.com, GitHub Enterprise, training, **negotiating, writing, copyediting**

Education

Bachelor of Science in Management

Georgia Institute of Technology 2006 – 2010

- Dual concentration in Marketing and Entrepreneurship
- Dean's List Spring 2009, Spring 2010, and Faculty Honor's Summer 2009, 2010