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Profile: Account-Executive

Dynamic and growth-focused professional with extensive experience in generating bottom-line impact through strategic sales and account management initiatives aimed at augmenting revenue streams and increasing profitability.

Demonstrated success in identifying new revenue opportunities and developing business partnerships with current/potential partners to generate new leads and expand the company's client base. Well-versed in utilizing business and industry knowledge to research prospect accounts, identify key players, generate interest, and develop new accounts. Articulate communicator with exceptional leadership, organizational, and decision-making skills. Proficient in training and mentoring sales teams aimed at exceeding sales quotas, augmenting profit margins, and meeting sales KPIs. Proven track record of managing multiple tasks in a fast-paced and agile environment.

Areas of Expertise

- Account Management
- Sales Life-cycle Management
- Prospecting & Lead Generation
- Team Training & Leadership
- Revenue Growth & Optimization
- Customer Acquisition & Retention
- Pipeline Management
- Networking & Sourcing
- Business Development

Education

Master of Business Administration: Finance, 2021 to 2022 | Pepperdine Graziadio Business School, Malibu, CA
Bachelor of Business Administration, Marketing, 2013 to 2017 | Concordia University of Wisconsin, Mequon, WI

Career Experience

CloudRetail – Los Angeles, CA 2023 - 2024

Mid-Market Account Executive

Sold tech enabled business infrastructure layer service & platform through relationships built by cold outreach & pitch meetings. Built relationships through consistent follow-up. Used resources to connect with key decision makers from different businesses nationwide.

Performed 20-30 pitch meetings a month generated through cold outreach and networking events

- Performed 25 pitch meetings per month generated through pipeline management & prospecting
- Sourced leads and follow up via cold calling, cold email, LinkedIn, and channel partners.

HeyTutor – Los Angeles, CA 2022-2023

Mid-Market Account Executive

Sold tutoring services & platform through relationships built by attending networking conferences & pitch meetings. Built relationships through cold outreach and follow-up. Used resources to connect with key decision makers across school districts within assigned territory

- Performed 20-30 pitch meetings a month generated through cold outreach and networking events
- Sourced leads and follow up via cold calling, cold email, LinkedIn, and channel partners.

Zentap – Beverly Hills, CA

2020 to 2021

SaaS Inside Sales Representative

Sold SaaS service through phone calls, emails, and other communication channels. Identified and sourced new sales opportunities through inbound lead follow-up and outbound cold calls and emails. Coordinated with channel partners to build pipeline and close deals.

- Generated monthly recurring revenue of \$6150 by closing 41 deals at an Average Sales Price of \$150.
- Performed 150-250 cold calls per day, generating leads, identifying main players, and researching various accounts.

DMI International Group – Los Angeles, CA

2019 to 2020

Outside Sales Trainer

Conducted training for new and current sales associates and develop individualized training plans for underperforming salespersons.

- Maintained quota of 15 sales per week by executing robust sales strategies.
- Trained, mentored, and guided two new employees on improving sales pitches and closing more sales.

Beacon Funding Corporation – Chicago, IL

2017 to 2019

Inside Sales Representative

Developed sales opportunities by researching and identifying potential accounts, soliciting new accounts, building rapport, providing technical information and explanations, and preparing quotations.

- Drove \$1.38M in revenue in equipment financing by closing 22 deals.
- Performed 150-250 calls per day to generate leads and opportunities while following up with potential leads 2 to 3 weeks at a time to get an application.