

# MATTHEW S MORROW

## PROFESSIONAL SUMMARY

Hardworking employee enthusiastic about learning new fields inside and out. Pursues opportunities to learn new skills and contribute to group success. Offers strong administrative, relationship-building and problem-solving abilities. Rejoining the sales world after a period of travel, relaxation and self improvement.

## SKILLS

- Consultative Sales Strategies
- Account Servicing
- Client Needs Assessment
- Microsoft Office
- Google Suite
- Salesforce
- Organization / Time Management
- Client Development and Retention

## WORK HISTORY

### **PUB MANAGER** 07/2022 to Current

**McMenamins Kennedy School**, Portland, OR

Key part of management staff at top performing location for popular Portland restaurant institution. Because of previous service experience and business acumen, was brought on to improve property's sales through increased events and marketing after very slow 2020-2021.

- Consistently exceed daily Labor and Revenue targets
- Work across multiple departments to ensure events run efficiently and are properly staffed
- Co-manage staff of nearly 40 individuals
- Implemented events for 2022 FIFA World Cup
- Work with head of culinary operations to improve communications between FOH and BOH
- Created and trained staff on new workflows to maximize productivity without sacrificing customer service

### **ASSOCIATE SALES REPRESENTATIVE** 08/2020 to 04/2022

**Natera**

Responsible for service and sales support activities throughout Oregon and Southern Washington to assist in driving market adoption and business growth. Core responsibilities include supporting the Clinical Field Specialists (CFS) to increase revenue and drive market development through direct sales to individual MFMs and OB/GYNs. Support efforts include cultivating and maintaining key relationships, and creating and supporting a strategic business plan to grow revenue quickly.

- Grew existing territory by nearly 2.5x from start date.
- Earned award for "ASR of the Year 2021" for outstanding performance
- Achieved over 100% to target every quarter by promoting product benefits and enrolling new clients.
- Retained excellent client satisfaction ratings through outstanding service delivery and repeat product demonstrations.
- Successfully upsold to accounts by utilizing UX tools and bag of 5 different products

- Trained and mentored new sales representatives.

**REGIONAL REPRESENTATIVE, WEST COAST** 09/2019 to 08/2020

**Mimeo**

Promoted into this role after relocation to Portland, OR from Memphis, TN. Worked alongside Enterprise Sales Representatives to prospect, set meetings, and close new business in CA, OR, and WA state.

- Achieved 103% to annual plan

**SALES DEVELOPMENT REPRESENTATIVE** 08/2018 to 09/2019

**Mimeo**

- Built and managed accurate, coast to coast sales pipeline to maintain high volume of activity (Average 80 calls per day).
- Won new business by articulating full value of company's capabilities to prospects.
- Utilized Salesforce and SalesLoft to manage sensitive client information and update existing and new client profiles.
- Created prospect touch cadences consisting of blended outreach strategies: cold calling, email, LinkedIn

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**EDUCATION**

**University of Memphis**, Memphis, TN  
**Bachelor of Science**, Biology, 05/2018