

# Morgan L. Escott

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## SUMMARY

**Account Executive with over nine years of experience driving B2B SaaS sales and growth marketing across EdTech and mission-driven organizations, specializing in expanding educational access and opportunity.** Proven track record exceeding quotas and navigating complex institutional sales cycles with diverse stakeholder groups. Combines deep understanding of educational landscapes with strategic sales execution to drive sustainable revenue growth. Thrives in startup environments, building scalable processes and collaborative cultures focused on meaningful impact.

## SKILLS

**Sales Technology and CRM:** Salesforce (Advanced), HubSpot, Outreach.io, Google Analytics, Mailchimp, ActiveCampaign, Slack, Zoom, Trello, Asana, Google Workspace, Microsoft Office Suite, Adobe Creative Suite, Canva, Figma, WordPress, Webflow, Wix

**Sales and Revenue Operations:** B2B SaaS Sales, Territory Planning, Pipeline Management, Account-Based Marketing (ABM), Sales Process Development, Quota Achievement, Stakeholder Relationship Management

**Educational and Nonprofit Expertise:** Educational Institution Sales, Fundraising Technology, Development Operations, Alumni Engagement, Institutional Advancement, Crowdfunding Strategies, Peer-to-Peer Fundraising, Educational Access Initiatives

**Strategic Communication:** Value-Based Selling, Executive Presentations, Storytelling, Copywriting, Stakeholder Communication, Cross-Functional Collaboration, Team Building, Coaching and Mentorship, Change Management

## WORK EXPERIENCE

### Senior Sales Development Manager and Creative Strategy Lead (SaaS/EdTech)

**Treering Yearbooks | Remote | 08/2016 – 08/2024**

*Leadership, Development, and Enablement:*

- Coached and scaled a high-performing remote team of 4–6 SDRs while managing a **personal portfolio of 2,000+ accounts**.
- Spearheaded Outreach.io adoption, owning training and acting as a key player in CRM integration that improved team efficiency.
- Built a new data-focused research role that **uncovered \$3M+ in dormant Salesforce pipeline**, revitalizing outreach efforts, and directly contributing to revenue growth.
- Served as primary resource for Salesforce reports, dashboards, and team troubleshooting; led monthly SDR workshops.
- Collaborated cross-functionally to train Marketing on successful conditional-logic modules, unlocking personalization at scale.

*Revenue Generation and Campaign Execution:*

- Achieved success as the **first outbound hire to surpass \$1M in sourced revenue**, exceeding first-year target by 17% through proactive territory management, personalized outreach, and compelling presentations.
- Launched access-first campaigns that ensured every student received a yearbook regardless of their school's budget.
- Led internal demos of Outreach and Salesforce and served as a backup for Treering software demos, closing 100% of the time.
- Championed targeted outreach to school districts and PTA Councils; developed processes, led best-practice trainings, secured a high-impact presentation with a major Georgia PTA Council, and facilitated statewide promotions.

*Cross-Functional, Data, and Strategic Impact:*

- Designed and implemented **highly segmented, data-informed email sequences** with Outreach.io, nearly doubling lead-to-meeting conversion rates through targeted A/B testing and continuous refinement.
- Founded **cross-functional Content Committee**, aligning Sales and Marketing for improved deal velocity and brand consistency.
- Analyzed campaign performance via Salesforce and Outreach.io dashboards/reports, translating data into improved conversion.

**Career Note:** After a fulfilling run at Treering, I took intentional time in 2024–25 to support a loved one's health and invest in professional growth while searching for a role aligned with my skills and values. I'm excited to return to work with renewed focus.

### Business Development Representative (B2B SaaS/EdTech)

**Inside Sales Team (Now Alleyoop) | Buffalo, NY | 10/2015 – 08/2016**

**Clients:** Treering Yearbooks, Adobe eSign

- Recognized as a strong performer, consistently ranking in the Top 10 sellers for reaching and exceeding key metrics.
- Conducted detailed prospect research and personalized outreach, significantly boosting engagement and lead qualification.
- Achieved consistent top "Good Fit" ratings and **internal recognition for driving high-conversion handoffs**.
- Promoted to lead a 12-person team in six months; owned wrap-up of Treering project, receiving compliments on deliverables.
- Developed **account-based marketing (ABM) messaging for Adobe eSign**, resulting in two senior-level nominations.
- Recruited by Treering Yearbooks' Head of Sales due to outstanding project management and impactful sales contributions.

## Graphic Design Assistant + Lead Graphic Designer (Agency/Creative/Marketing)

Element 8 + Strategy, LLC | Lenexa, KS | 01/2011 – 10/2011

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- Led creative direction during restructuring and developed visual systems still in use today.
- Managed multi-channel project delivery, cross-team collaboration, and end-to-end creative execution.
- Developed premium apparel and print materials using Adobe InDesign, Photoshop, and Illustrator, often applying advanced techniques like **spot gloss and UV coating for high-impact, vendor-ready assets**.
- Presented design rationale directly to stakeholders, owned on-site meetings, and refined deliverables in real time.
- Supported integrated digital and print campaigns, managing **CMS updates, Google Ads, and Analytics**.
- Edited multimedia content using in-house video tools, supporting digital campaigns and brand storytelling.

## Copywriting Intern (Agency/Digital/Brand)

VML | Kansas City, MO | 05/2010 – 08/2010

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**Clients:** SAP, Equinix, HughesNet, The Children's Place, Welch Allyn, Waste Management, Carlson Hotels, Gatorade

- Selected for a competitive internship at a large, digitally-focused agency supporting major clients.
- Navigated strict deadlines and cross-functional teamwork with resilience and creativity.
- Handpicked to write a **six-email nurture campaign for SAP**, demonstrating versatility in complex technical and brand messaging.
- Authored a **200+ page digital strategy report** for Carlson Hotels, shaping web conversion and cross-channel messaging.
- Designed and presented a pitch deck to VML's CEO and executive creative director, earning praise for quality and execution.

## Copywriting Intern + Freelance Creative (Agency/Digital/Brand)

Callahan Creek (Now Barkley) | Lawrence, KS | 05/2009 – 05/2010

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**Clients:** Hill's Pet Nutrition, CommunityAmerica, Sprint, Dave Ramsey, Free State Brewery, KC Ad Club

- Crafted **B2B and B2C campaign copy** for clients in banking, pet nutrition, and telecom.
- Contributed winning concepts to pitches, with **two campaigns selected for client rollout**.
- Collaborated with agency leaders, designers, and account teams on multi-channel campaigns under tight deadlines.
- Earned praise from creative directors for adaptability, teamwork, and ability to deliver high-quality client-ready creative.

## CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

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### Video for Sales – Certification @ Vidyard | 2021

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- Completed training in **personalized video strategy** to improve engagement, humanize outreach, and boost conversion rates.

### Camp Portfolio @ Bernstein Rein | Kansas City, MO | 05/2008 – 08/2008

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- Attended a concept-intensive, strategy-first portfolio program focusing on campaign ideation, copywriting, and art direction.
- Mentored by **Executive Creative Director Arlo Oviatt**, earned encouragement to pursue a career in creative advertising.

## EDUCATION

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### Bachelor of Science, Journalism and Strategic Communications

University of Kansas | Lawrence, KS | 08/2006 – 12/2008

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- **3.56 GPA** / Awarded the Phi Theta Kappa Scholarship for academic excellence.
- Expanded social media reach by **800%** as a marketing intern for the Lied Center of Performing Arts at KU.

### Associate of Arts, Journalism

Kansas City Kansas Community College | Kansas City, KS | 08/2004 – 05/2006

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- **3.75 GPA** / Full academic scholarship; graduated with honors.
- Led student-run newspaper as **editor-in-chief for 1.5 years**, managing all aspects of publication: writing content, designing layout, preparing files, coordinating with printers, and distributing newspapers across campus to ensure on-time delivery.

### Associate of Arts (Partial), Graphic Design

Johnson County Community College | Overland Park, KS | 08/2010 – 05/2011

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- **3.86 GPA** / Studied color theory, typography, illustration, 3D concepts, desktop publishing, and film photography.

## ADDITIONAL RELEVANT EXPERIENCE

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Across my career, I've found joy in a variety of creative and communications roles, including nonprofit, digital, print production, journalism, retail, and agency communications. I've been lucky to work with mission-driven organizations like the **Humane Society of Greater Kansas City**, learning from every team and challenge along the way.

For a fuller picture, please visit my LinkedIn or **reach out directly**. I love to chat about details that don't always fit into final drafts.