

MARCUS OSBY

BUSINESS DEVELOPMENT • CLIENT RETENTION • ACCOUNT MANAGEMENT

mosby@indeed.com



757 338 3040



linkedin.com/in/MarcusOsby



PROFESSIONAL COMPETENCIES

Strategic Business Planning
Account Relationship Management
SaaS Sales & Marketing
Contract Negotiations
Business Development
Emerging Products
Customer Retention
E-commerce Technologies
Increase Brand Value

EDUCATION

MASTER OF ARTS
Communications
Regent University
Virginia Beach, VA, USA

BACHELOR OF SCIENCE
Mass Communications
Norfolk State University
Norfolk, VA, USA

PERFORMANCE PROFILE

Experienced professional with over 10 years of strategic, results-driven success developing high-impact marketing campaigns and client experiences for businesses expanding across: media, sports, entertainment and technology. Proven ability to identify customer needs, and conceive new product development opportunities that have resulted in millions of dollars in revenue.

EXPERIENCE

ACCOUNT EXECUTIVE - CLIENT ACQUISITION & INDEED HIRE

Indeed • AUSTIN, TX, USA

DECEMBER 2019 – PRESENT

Overview: Indeed is the #1 jobsite worldwide with over 200 million unique visitors and over 1 billion job searches per month.

- Educated and performed weekly feature demos to small to mid-size businesses on the Indeed Suite of products including Sponsored Job postings, Invite-to-Apply, Glassdoor/Company Page Premium, Indeed HIRE (2019-20) and the Indeed Hiring Platform.
- Managed a portfolio of over 800 businesses surpassing quarterly goals for 1Q, 2021 (139%) and 2Q, 2021 (133% - projected finish)
- Conducted weekly review calls via phone and/or Zoom analyzing client campaign performance using performance metrics and quantitative market data.
- Regularly completed outbound calls ranging from 40 – 50 daily and over 150 customized emails weekly to serve as touch points for new and existing clientele.
- Collaborated cross-functionally with internal Customer Success, Product, Marketing and Billing teams to assist clients in their experience as well as meeting their recruiting goals.
- Utilized CRM software (Salesforce Einstein Analytics) to discover, extract, and analyze data to provide meaningful insight to strategically game-plan solutions for client base.

SAAS GROWTH ADVISOR & CONSULTANT

Volusion eCommerce • AUSTIN, TX, USA

JULY 2018 – DECEMBER 2019

Overview: Volusion offers a complete suite of enterprise and small-to-medium sized SaaS products for online retailers, brands, and manufacturers. Responsibilities include: prospecting, qualifying and initiating outbound sales and building relationships with key decision makers to match customers with solutions for their needs.

- Responsible for training business users on the Volusion eCommerce platforms via In-Person Training, Virtual Training and One-on-One Virtual demonstrations.
- Developed nearly 50 new accounts which generated over \$150K in total revenue in first 3-months in current role.
- Sustained a ranking in the top 15% of all advisors in monthly sales and monthly efficiency scores.
- Served as merchant point of contact for assistance in technical support, marketing, suppliers, delivery and logistical issues.
- Regularly attended product training and modules to stay current with product knowledge and emerging trends.

MARCUS OSBY

BUSINESS DEVELOPMENT • CLIENT RETENTION • ACCOUNT MANAGEMENT

mosby@indeed.com



757 338 3040



linkedin.com/in/MarcusOsby



TECHNICAL SKILLS

Social Media Marketing

Microsoft CRM

Salesforce

STRATA One Source

Kantar Media: Market Advisor

Salesforce Einstein Analytics

Direct-Response Copywriting

Search Engine

Marketing/Optimization

Conversion Rate Optimization

EXPERIENCE continued

ACCOUNT EXECUTIVE - DIGITAL & CABLE ADVERTISING SALES

Spectrum Reach (formerly Time Warner Media) • COLUMBIA, SC, USA

JUNE 2013 – JANUARY 2017

Overview: Proven success after being recruited to lead in the development of digital and cable marketing campaigns generating a book of business of nearly \$1 million USD.

- Negotiated directly with C-Suite executives on high dollar contracts by recognizing market needs and providing clients with innovative solutions, ultimately expanding their customer base.
- Produced media planning campaigns utilizing over 60 cable networks that aligned with client objectives for reaching a target audience to increase growth, profitability, and competitive market positioning for nearly 20 clients.
- Educated clients on the Spectrum Reach digital portfolio and service offerings that provide multimedia opportunities through SEM, SEO, and mobile app placement of commercials.
- Maintained client relationships with the goal of driving cooperative efforts during all aspects of campaign development including script writing and commercial production.
- Identified, pursued and generated nearly \$200K USD annually in new business while evaluating current projects against market/competitor trends and dynamically calibrating campaigns to ensure optimal performance.

ACCOUNT MANAGER – SEASON TICKET SERVICES

National Basketball Association: Charlotte Hornets • CHARLOTTE, NC, USA

JUNE 2009 – APRIL 2013

Overview: Developed and fostered productive relationships with Fortune 500 companies, government agencies and season ticket holders.

- Successfully managed and retained over 300 season ticket holder accounts of high net-worth individuals totaling \$1.2 million USD. Products ranged from club seats and suites for NBA games to premier events and concerts.
- Generated over \$300,000 USD annually in new business through referrals, upgrading clients, networking events and prospecting.
- Planned and coordinated group events to enhance client experience including: autograph sessions, dinners with team executives, exclusive Q&A sessions with the coaching staff which contributed to an annual 90% season ticket renewal rate.
- Developed “game night” strategies to increase customer engagement. Solutions included: upgrading clients, mascot visits, player “meet & greets” to close sales and renew contracts.

VOLUNTEER EXPERIENCE

ACADEMIC MENTOR – UNIVERSITY OF SOUTH CAROLINA • COLUMBIA, SC, USA

AUGUST 2013 – MAY 2018

- Provided academic support to high-profile student-athletes as they learned to function effectively in a college environment.