

ADAM PARSONS

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Summary

High performing professional effective at managing and leading teams, maximizing productivity, and developing strategies to boost sales.

Work History

Park Director

09/2017 to 01/2020

StoneMor Partners LP – Plymouth Meeting, PA

- Participated in hiring and training of new sales counselors to invigorate and disrupt existing culture. All new hires exceeded regional average for percent to budget, appointments set, and closing ratio for Q1-Q3 2019.
- Achieved 170% of target budget for Q1-Q3 2019. Sole location in region of over 60 parks with a budget of greater than \$50,000 to achieve greater than %100 of target budget for the same period.
- Generated revenue of over \$450,000 for Q1 2019 against a previous performance of \$210,000 for the same period in 2018.
- Integrated previously under-utilized CRM into daily sales philosophy to both develop clearly outlined sales goals and hold counselors accountable. Increased participation in lead, appointment, and call tracking from under %20 to over %95.
- Converted analog sales process to digital allowing acquisition of previously inaccessible customers and significantly expanding targeted demographic.

Retail Store Manager

06/2013 to 09/2017

T-Mobile – Upper Darby, PA

- Developed and implemented business to business program to prospect, educate, and close potential corporate accounts. Cross trained existing associates to properly manage opportunities in company CRM software and funnel leads from existing customer base.
- Drove growth in measured areas consistently, regularly outperforming the district in key revenue metrics with verifiable results. Increased net activation attainment by over 30% in first month as store manager of a new location.
- Designed and implemented suite of tools to facilitate performance tracking, customer follow up, and pricing comparison used in multiple regions.
- Cultivated retail sales associates to further personal careers and growth, including one of two district candidates for 2015 through 2017 career development and mentorship program.
- Recognized for leading one of the top ten performing stores in the Greater Philadelphia region for Q1 2015 through Q1 2017. Most recent recipient award for top performing location in Philadelphia West district. District "How We Play Value's Leader" for 2015.

Education

Bachelor of Science: Computer Engineering

Stevens Institute of Technology - Hoboken, NJ, In Attendance 2000 – 2002

Coursework included Physics, Organic Chemistry, Mechanics of Solids, Switching Theory, and Calculus.