

Nicholas Williams

Harrison, NJ 07029

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(732) 685-8350

Work Experience

Director, New Business Development

Active International - Pearl River, NY

April 2017 to December 2019

- Pitching six-figure and seven-figure qualified B2B meetings to C-Suite executives.
- Assisted in closing six-figure and seven figure deals.
- Research and target prospective companies with qualified media spend in leveraged areas.
- Initiate outbound prospecting endeavors via telephone, e-mail, direct mail, trade shows, and other vehicles to obtain information.

General Manager, Corporate Partnership Sales

Learfield Sports - Bronx, NY

October 2015 to April 2017

- Hit goal in first full sales cycle (2016-17) with account revenue growth by 500+%.
- Best property deals in northeast region in 4 industry sectors.
- Sold physical and digital marketing sponsorship inventory.
- Create and present sponsorship packages designed to meet client's specific objectives.
- Manage projects, property budget, forecasting, prospect lead generation and strategy.

Account Executive

Major League Soccer - Harrison, NJ

December 2013 to October 2015

- Led team in B2B sales revenue and average sale in the 2014 and 2015 seasons.
- Led season ticket department in group sales in the 2014 and 2015 seasons.
- Created sales presentations and proposals for B2B meetings.
- Connected with key decision makers via outbound calls, appointments and social media.
- Closed deals with Fortune 500, Inc. 5000 and top business executives in the NYC metro area.

Inside Sales Executive

Major League Soccer - Harrison, NJ

March 2013 to December 2013

- Cultivated key relationships and qualified packages.
- Maintained a high level of customer service with clients.
- Created revenue from cross-selling and up-selling existing accounts.
- Efficiently cold called key decision makers.

Education

Master of Business Administration in Data Analytics

Louisiana State University-Shreveport - Shreveport, LA

December 2019

Bachelor of Science in Professional Sales

William Paterson University - Wayne, NJ

May 2012

Skills

- Experience selling
- Dynamics
- Detail oriented
- Team player
- Lotus notes
- Microsoft office

Assessments

Sales: Influence & Negotiation — Expert

December 2019

Persuading reluctant customers to buy products or services, and influencing and negotiating with customers to meet sales goals.

Full results: https://share.indeedassessments.com/share_to_profile/201a567da6309c1cfb1ac92eb988f831eed53dc074545cb7

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Additional Information

Special Skills

- Experience selling to C-Level/senior executives at Fortune 500, Inc. 5000, and top businesses in NYC metro area.
- Ability to multi-task, while working with deadlines in a fast-paced environment.
- Expert in consultative, hunter and challenger sales approaches.
- Detail oriented professional and team player.
- Proficient with use of Microsoft Office, Dynamics, Lotus Notes, Salesforce, and popular Social Media platforms.