

Fernando Benegas

Union City, NJ 07087

fernandobenegas9_vhz@indeedemail.com

(954) 464-0182

#readytowork

Work Experience

Corporate Sales Solutions Manager, SMB

Shutterstock, Inc - New York, NY

January 2018 to January 2020

New York, NY

Shutterstock is a global technology company that operates a two-sided marketplace for creative professionals to license stock imagery, footage, and music content.

Corporate Sales Solutions Manager, SMB January 2018 - January 2020

- Responsible for retention and YoY revenue growth of existing SMB clientele.
- Successfully managed full cycle of client relationship from initial introduction, full discovery on partnership to date and current / future creative strategy needs analysis, to best support and advise clients on most effective corporate licensing solutions while uncovering potential areas of expansion via organizational expansion and cross-selling of additional products from the Shutterstock portfolio.
- Effectively communicated and established strong relationships with all levels of client contacts (end users, middle management, purchasing, and C-Level), ensuring short and long term partnership confidence.
- Achieved 36% territory growth YoY in 2018, ending with \$1.63M revenue performance on \$1.20M assigned territory.
- Achieved 37% territory growth YoY in 2019, ending with \$1.71M revenue performance on \$1.25M assigned territory.

New Business Sales Executive

US & LATAM

May 2016 to December 2017

- Responsible for both incoming and outbound sales of net new client prospects, along with existing ecommerce clientele leads.
- Conducted straight-line detailed discovery to conduct thorough needs assessment and educate clients on the most beneficial licensing solution for their organization's needs, while ensuring a short sales cycle via timely follow-up.
- Successfully maintained a highly accurate, organized pipeline and forecast (within 5%) in a high paced transactional environment.
- Achieved #1 highest lead conversion (closed won) rate across entire new business team (18 individuals) as a new hire in 2016 and maintained this success in 2017, ending at #2 on a team of 20.
- Produced average order value of \$4,000 on ecommerce lead conversions (average lead spend of \$169 prior to conversion).

Principal

Biz Dev Gator, LLC - Hoboken, NJ
March 2015 to May 2016

Hoboken, NJ

Biz Dev Gator, LLC is a specialized, management consulting service focused on improvement of sales capture through tailored technology, management, and process solutions.

Principal March 2015 - May 2016

Packaging Efficiency Solutions Denville, NJ

- Developed sales call sheet for inside sales staff
- Provided training for sales team - shifting from cold call to creating warm leads and driving deeper into the clients through consultative sales approach

Omega2000 Rx Returns Jersey City, NJ

- Delivered project to remap sales calls territory within the tri state area
- Trained inside sales team on pipeline management, client heat mapping, and consultative selling.

Senior Global Accounts Manager

Mimeo.com - New York, NY

January 2008 to February 2015

New York, NY

Mimeo is a leading online on-demand print company, offering digital content distribution and hard copy print / distribution solutions via technology based platforms.

Senior Global Accounts Manager January 2010 - February 2015

- Responsible for both acquisition of new clients as well as the YoY revenue growth of existing global clients with a focus on Fortune 500 & 1000 clientele.
- Applied highly consultative, needs solving, value added driven strategies to help drive new business within new accounts as well as existing accounts by establishing strong executive and C-Level relationships leading to endorsements for referrals to new opportunities, and transparency on future business goals / projects that aligned with the business partnership.
- In 2014, became the first individual in company history to uncover and close NIKE as a client. Revenue Performance - \$50k in 2014, \$150K+ forecast for 2015, and uncapped exponential growth into the future.
- 2011 - 2013 developed a business partnership with Airgas to help plan, manage, and facilitate a 15,000+ employee SAP training rollout leading to \$1M+ in revenue.
- Highest new business attainment among entire Account Management and Customer Success teams in 2013 with \$275K+ and third highest new business attainment in 2014 with \$250K+
- Achieved 118% of annual quota in 2014, Quota Buster Bonus Award
- Achieved 101% of annual quota in 2012
- Achieved 103% of annual quota in 2011
- Achieved 130% of annual quota in 2010, President's Club Award

Direct Clientele of note: GE, NIKE, 3M, Airgas, Foot Locker, Motorola Solutions, Weight Watchers, Valspar, United Capital Financial Account Executive 2008-2009

- B2B full sales cycle: Prospected, Qualified, Pitched, Negotiated and Closed new business / acquisition accounts on Mimeo's suite of services.

- Averaged metrics including: 100+ calls per day, 20+ online product demonstrations per month, 5+ new logos monthly and 8+ first paid orders monthly.
- Achieved 100% of quota in first year at this position in 2008
- Achieved most new business revenue on sales team in 2009, delivering \$450K
- Leadership positions: Led training for sales new hire orientation program and selected as a mentor for sales internship program

Direct Clientele of note: eMoney Advisor, LPL Financial, Dale Carnegie, TXU Energy / Luminant Academy

Account Executive

Yahoo! Inc - New York, NY
2007 to 2007

Sold a variety of online recruitment media advertising for Yahoo! HotJobs: job board listings, resume search, email campaigns, banner advertisement, Yahoo! Network Advertising and Yahoo! Search Marketing.

- Prospected and developed contacts / relationships with hundreds of companies in the Los Angeles, Miami, Phoenix, and Washington DC metro areas.
- Averaged 450 calls weekly yielding an average of 8 product demonstrations per week.
- Achieved Rookie HotStart Bonus by surpassing \$20,000 in sales threshold within 3 months of my hire date.
- Booked 150% of sales goal in the month of September.

Group Sales Account Executive

Miami Dolphins - Miami, FL
2006 to 2006

Miami Gardens, FL

The Miami Dolphins are a professional football franchise operating within the National Football League.

Group Sales Account Executive 2006

- Achieved the highest monthly sales among my peers in only my second month at the organization.
- Sold the largest group ticket sale in 2006 (despite being brand new to the industry and having the least seniority on the staff):
400 tickets to the Jupiter Tequesta Athletic Association - Tackle Football League yielding \$16,400 in sales to our least desirable home game.
- Aligned myself with Third Coast Sports to propose the largest group ticket sale in franchise history (2000 tickets, with a commitment of \$125,000) along with a post-game concert at no additional charge to the Miami Dolphins.

Marketing Director

Advanced Communication Solutions - Deerfield Beach, FL
2003 to 2006

Deerfield Beach, FL

Advanced Communication Solutions is a voice and data solutions provider; specializing in communications' hardware, software, and dial-tone services.

Marketing Director 2003 - 2006

- Established and maintained relationships with various media partners; The South Florida Business Journal, Sun-Sentinel, Smart Business Network Inc., The Broward Alliance, South Florida Technology Alliance, Daily Business Review.
- Initiated mass email and calling campaign to generate interest in company news-worthy items, which lead to articles and press coverage in various publications.
- Managed telemarketing department through acquiring lead sheets, developing a dialogue script, tracking call volume and success rate (lead generation), distributing leads to sales agents, monitoring calls (quality control) and setting weekly goals for the newly formed department.
- Increased visibility through partnerships in the sporting industry (franchises and events); Orlando Magic, Orlando Seals, Miami Manatees, Walt Disney World Funai Classic.
- Coordinated and Hosted yearly company golf tournament, helping to raise over 10k in '04 and 18K in '05 for the Make-A-Wish Foundation.

Education

Bachelor of Arts in Advertising

UNIVERSITY OF FLORIDA

Skills

- Sales Pipeline
- Outbound Sales
- B2B Sales
- CRM Software