

Ray Ricciardi

Direct Sales and Sales Enablement

New York, NY 10128

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- Relentless. driven, strong sales skills, marketing background and ability to work well with co- workers and clients in a team collaborative initiative
- Expert at accelerating breakthrough prospects into profitable revenue
- Very complete sales professional through the process of managing customer expectations in a win/ win scenario

#readytowork

Authorized to work in the US for any employer

Work Experience

Direct Sales and Sales Enablement Consultant

AMMA Marketing

May 2009 to Present

Helps organizations streamline and shorten sales cycles

- Monitored the performance of different personnel associated with a project and compared it to the month's objectives
- Built a strong distribution network for achieving greater market development
- Monitored competitive activity and identified customer needs

Account Executive

Rewards Network

September 2017 to July 2019

Successfully sold marketing and financial solutions to the restaurant industry

Overachieved quota goals by soliciting and developing restaurant owners and financiers

- Successfully negotiated several high revenue deals
- Consistently exceeded quota by relentless and effective activity
- Expert at differentiating solutions to establish and close important competitive environment

Digital Marketing Sales Consultant

Yeslocal Inc - New York, NY

December 2005 to May 2009

Sell PPC and SEO services

Developed and implemented a sales training program

- Assisted firm with several management functions to support sales enablement
- Exceeded sales quota by 25% and increased revenue in existing account base by 40%
- Responsible for the founding concepts and structure for subsidiary company Service Pros

Senior Account Executive

Global Spec Inc - New York, NY
December 2005 to December 2007

Prospected and worked with marketing and IT departments

Developed the New York City customer market

- Successfully negotiated the largest computer distributor account in the company
- Individually contributed and developed the entire New York Market where the company had no previous visibility
- Consistently exceeded quota by 25% in new business and increased revenue in existing account base by 50%

Independent PPC Sales Consultant

JumpFly Inc - Elgin, IL
January 2002 to December 2005

Prospected and closed new business for small and medium size businesses

Developed sales training tools

- Ranked Number #1 salesperson in 2004 and 2005
- Instrumental in building company's client base
- Averaged 75K in new revenue per month

Major Account Sales Manager

XO Communications - New York, NY
July 2002 to January 2004

Responsible for selling and managing Fortune 500 corporate accounts in the New York tri-state area

Successfully generate new business

- Maintained relationships with The McGraw Hill Companies, Fimat Securities (SG), Chiquita Brands International, The Alstom Power Company, TD Securities, and Bank of Tokyo.
- Exceeded sales quota by 5% Increased revenue in account base by 25% consistently earned performance- based bonuses
- Explained complicated features to senior level customer executives

Internet Account Sales Specialist

Intermedia Communications - New York, NY
October 1998 to July 2002

Build fiber connectivity relationships with bandwidth demanding companies

Worked with voice and data representatives in the Tri State area by positioning advanced web hosting,

Internet and security solutions

- Exceeded quota by 50%. Increased revenue in territory by 44%.
- Solely responsible for overseeing all Web Hosting and Internet related sales for the data and voice divisions in New York City
- Responsible for selling and managing accounts such as, The McGraw Hill Companies, TD Securities (SG), Rapaport Diamond, Vanguard Interactive, Fimat Securities and Speed Era

Education

BA in Sandler Sales Institute-Understanding

New School University - New York, NY

Bachelor's in Arts

The New School

Skills

- Direct Sales (10+ years)
- Email Marketing (10+ years)
- Sales Experience (10+ years)
- Sales Enablement (10+ years)
- Marketing Automation (10+ years)

Links

<http://www.linkedin.com/in/rayricciardi>