

SHANE WINTER, PMP, CSM

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SALES MANAGEMENT ■ PROJECT MANAGEMENT ■ SALES ENABLEMENT

Dynamic, engaging and highly successful Sales Manager and Project Management Professional with demonstrated success in leading quota-smashing sales teams, driving project scope and deliverables, and developing revenue-increasing customer relations strategies in the educational technology industry.

Resource prioritization, problem-solving, analyzing, planning, organizing, and demonstrating successful outcomes with complex website development projects.

Consistently ranked as an end-user technical support, software trainer and project sales top performer in the highly competitive and saturated educational technology market.

Often-selected leader, mentor, and coach to new staff members with the ability to transform average performers into high producing sales professionals and preferred customer support and success advocates.

CORE COMPETENCIES

Coach, Develop and Inspire Sales Teams
Identify and Capitalize on Customer Needs
Resolve Complex Technical Issues
Communicate Skillfully and Persuasively
Lead Teams in Competitive Landscape
Develop Process Improvement Strategies

Expertly Train Software End Users
Plan and Deliver Project Success
Produce Sales Presentation Materials
Customer-Centric Service Attitude
Direct Mail and Email Sales Campaigns
Penetrate and Expand New Markets

TECHNICAL PROFICIENCIES

Languages: HTML, CSS, Javascript, Python (Django)

Software: WordPress, Drupal, Joomla, SharePoint

Operating Systems: Windows, MAC, Linux

PROFESSIONAL EXPERIENCE



2008 to Present: Educational Networks ■ New York, NY

2010 to Present: Sales Manager / Vice President of Sales

Provide sales management for 7 full-time sales associates and business strategy at a \$4.5MM educational technology product provider that specializes in content management systems, which include e-commerce, social media integration, and other varied software applications

- Promoted to increased levels of responsibility due to continued delivery of market-expanding new customer acquisitions; Closed over 800+ nationwide accounts while averaging 100 sales per year, generating over \$400,000 recurring annual revenue and reaching monthly quota goals with an average of 140%.
- Oversee the creation of sales presentation materials from initial idea, throughout the development and revision process, to sales benefits realization. Presentation material includes infographic 1-sheet that visually explains website project management system from buyer's perspective.
- Developed marketing and sales strategies to penetrate new educational markets, including Miami-Dade City Schools, Clark County School District, Boston Public Schools, DC Public schools and many other large school districts and charter management organizations.

- Explored customer needs and managed projects with website and software developers to deliver solutions that increased customer retention and referrals. Projects included seamless application flow across a network of 70+ websites, Salesforce platform integration, and copyrighted material upload enforcement.
- Created the 1099 Sales Representative Program during a period of needed austerity from 2011 through 2014 which lead to increased revenue and profitability, and more sales in markets of strategic value including Boston and New Orleans. One 1099 representative transitioned to full-time employee with 6+ years at the company.
- Constructed and implemented sales quota system and performance reward program, including the celebrated "Sales Person of the Month" award, to motivate and inspire sales team.
- Hired and trained new sales associates, consistently demonstrating a talent to recruit team members with the appropriate skillset and background to achieve long-term success at the company, resulting in a low turn-over rate and several 5+ year senior sales associates. With progressive learning processes that focuses on understanding tangible benefits over features, recent sales employees being prospecting new clients within a week of start time.
- Developed a sales training system individually crafted to the company's needs, including coaching and mentoring new sales representatives with live prospecting, demonstration shadowing, and software training. Provided targeted coaching to improve on weaknesses.
- Successfully opened our Los Angeles office, researching office spaces and negotiating the lease. Hired new sales representatives which lead to over 200% growth in the Los Angeles Unified School District and over 300% growth in the Hawaii Department of Education since the office's inception in 2015.
- Travel extensively throughout the U.S. to maintain close account relations, complete internal management functions across departments, and assist junior sales associates when required.
- Planned and coordinated attendance and participation at trade shows, including the creation of marketing materials

2008 to 2010: Technical Support Manager

Served as a technical support leader in website maintenance, providing quick turnaround on customer requests to maintain high customer satisfaction ratings, continued referrals and successful recommendations. Managed 9 web developers in the daily design, development, configuration, maintenance and support of content management system solutions for more than 1,000 school client websites.

- Ensured projects were on time and utilized a creative approach in developing website pages, utilized cost-effective workforce utilization tactics and supported thousands of website users to resolve issues with software/functionality, post-implementation support, and usability training issues.
- Identified needs assessment that portrayed skill deficiencies, conducted training sessions to educate staff and users on new software functions and integrated business concepts for successful project completion cycle.
- Development of video tutorials and training manuals that began with the basics and are now sophisticated training tools for new project sales post support implementation—now developed by an assigned team.

2005 to 2008: Long Island University, Long Island, NY

2007 to 2008: Assistant Director of Recruitment

Accepted promotion to provide assistance in leadership and direction utilizing 3 student interns to develop and implement successful recruitment strategies that brought in new students and graduates of the 2-year colleges utilizing available scholarships and other creative methods such as an admissions fair, email marketing campaign, web design and other related marketing concepts to meet/exceed recruitment goals.

- Created marketing collateral that increased prospect attendance at enrollment fairs, collaborating with the associate director of marketing and coordinated publication in the student newspapers.
- Managed projects focused on state department of education compliance standards that ensured qualified students received funding grants as appropriate.

2007: Senior Admissions Recruiter

- Managed team recruitment pool that generated 40% of total incoming Spring 2007 transfer student class participants and assisted the associate director in the creation of PowerPoint presentations and statistical

data development for semester territory review reports. Served as liaison with community colleges that increased the current applicant pool.

2005 to 2007: Admissions Recruiter

- Provided students and parents' enrollment assistance and detailed academic programs and admissions requirements, completed phone outreach campaigns that encouraged students to investigate and/or register for classes. Utilized mass email campaigns with HTML design format that informed transfer students on upcoming campus events and registration and financial aid deadlines.

INTERNSHIPS – *Specifics available upon request*

2004 to 2005: U.S. Department of Commerce, Washington D.C. – Marketing Intern

2003 to 2004: U.S. Department of Education: Washington D.C. – Program Support Intern (GS-7)

EDUCATION / AFFILIATIONS

Project Management Professional & Member – Project Management Institute, New York, NY – **2010**

M.A., Philosophy and Social Policy – American University, Washington, D.C – 2005

B.A., Philosophy and Sociology – Fordham University, Bronx, NY – 2003

Phi Sigma Tau – The National Honor Society of Philosophy

(CSM) Certified SCRUM Master – 2013 / *Agile Project Management Methodology*

Program Manager Volunteer – (PMINYC) Project Management Institute, New York Chapter

Turned around a defunct program that now boasts 9 successful mentor/protégé relationships.

Facilitated the Winter 2017 PMP Study Group with 8 aspiring project managers, resulting in 4 new certifications awarded