

TRAVIS GORMAN

Hyper-motivated lead generation & sales professional obsessed with finding new business

School of Visual Arts, New York, NY
2004—2008

Bachelor of Fine Arts (BFA), Advertising
Google AdWords Certified, Google Analytics Certified

INSIDE SALES

September 2014 — Present

Main Street Hub

Austin, TX

- Uninterrupted high-volume hunter prospecting new business opportunities — 100 cold calls every day
- Connect with business owners who pay people specifically to keep me away from them
- End-to-end sales: Manage pipeline from sourcing new leads to Closed-Won Accounts in Salesforce
- Engage potential buyers with consultative yet direct selling approach, to set 20+ appointments weekly
- Deliver engaging presentations that tell the sales story and articulate our unique value proposition
- Whatever it takes to consistently exceed monthly quota and expectations in revenue, and activity
- Schedule rock solid appointments, and ending every call with an agreed-upon “next step”
- Identify decision makers, learn their business goals, build relationships and provide valuable insight

MARKETING & DEMAND GENERATION

January 2010 — September 2014

CorovaLeads

Austin, TX

- Targeted new business by researching qualified organizations and gaining access through referrals
- Managed digital marketing accounts for Fortune 1000: Dish Network, Sears, ADT Corporation, etc.,
- Formed strategic partnerships with interactive agencies: Matomy, Breakaway Media, ReviMedia, etc.,

DIGITAL MEDIA MANAGER

January 2010 — March 2011

88Key Media

Houston, TX

- Managed several profitable search advertising campaigns, reporting on key insights from analytics
- Crafted lead generating forms and landing pages, as well as digital content to increase conversion
- Built high quality targeted lead lists, ensuring deliverability, maintaining data quality and compliance

RELEVANT SKILLS

Cold Calling Busy Professionals

Sustained Intensity & Focus

Unshakable Resilience

SPIN Questioning

BANT Qualification Framework

Productivity & Time Management

Presentation & Storytelling

Obscene Work Ethic

Forecasting & Reporting