

Walter McCone

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I am a Sales specialist and Full-Stack developer that is dedicated to creating a better user experience for my customers. I believe every customer experience should be intuitive and engaging at every step of the life cycle.

Summary of Qualifications

Leadership

- Able to set objectives and goals for groups of employees while bringing a positive attitude.
- Experienced in developing and executing projects that require different frames of reference.
- Capable of adapting strategies to fit current and future goals in the organization.

Marketing

- Ability to create or streamline marketing plans that deal with promotional and direct selling approaches.
- Working knowledge of SEO, SEM, and Social Media as well as targeting specific marketing segments via these methods
- Trained in various research methods that require data mining, statistical knowledge, and analysis tools.

Technical Skills

Node.js, JavaScript, jQuery, GIT, Github, HTML, CSS, Bootstrap, Materialize, APIs, JSON, REST, AJAX, the command line, Salesforce, Hubspot, SPSS, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Powerpoint, and various SAP systems.

Professional Experience

CareerPlug, LLC. | Austin, TX

Partner Relationship Manager

2012- Present

- Manages the partnership for CareerPlugs largest customer, State Farm Insurance.
- Has presented over 300+ high-level hiring strategy sessions for State Farm Sales Territories.
- Works with territory leaders to develop their own recruiting strategies and grow their market.
- Develops new Marketing strategies that benefit our clients and build Champions for our company brand.

Account Executive

2014-2018

- Promoting the CareerPlug Brand through Sales and Business Development Strategies.
- Generated over \$6 million in Annual Recurring Revenue from the State Farm Client vertical.
- Developed a Sales Team from the ground up at a small company without any prior Sales processes.
- Built the Sales Operations manual for the small business vertical of our company.

Customer Service Lead

2012- 2014

- It was solely my responsibility to make sure each of our customers was set up for success and understood the intricacies of the CareerPlug system.
- I personally set up over 3000 accounts during the first year and built customer engagement strategies CareerPlug continues to use

Yodle Online Marketing | Austin, TX

2011-2012

Sales Development Representative

- Cold called small to medium size businesses including both White Collar and Blue Collar segments
- Sold a marketing package that included SEO & PPC as well as a tracking platform to measure ROI
- Specialized in Marketing to segments such as Bankruptcy Law, Criminal Law, Event Planning, and Plumbing

- Helped pioneer a small team of 9 that grew into a new sales program, eventually growing into a team of 40
- Developed an events committee on my sales team that promoted team building events

Systems & Processes Engineering Corporation | Austin TX

2006

Intern/Assistant to the Promotional Developer

- Designed numerous graphics that supported various engineering trade shows.
- Designed and managed detailed inventory spreadsheets in Excel
- Helped streamline the corporate website to better communicate corporate capabilities to perspective clients.

Education

University of Texas | Austin, TX

UT Coding Bootcamp | Javascript Full Stack Web Development | June 2021

An Intensive 24-week long bootcamp dedicated to designing and building web applications.

Skill learned consisted of HTML5, CSS3, Javascript, JQuery, Bootstrap, Node Js, MySQL, MongoDB, Express, Handlebars.js & React JS.

Texas State University | San Marcos, TX

Bachelor of Business Administration | Major in Marketing | August 2011

Specialization: Personal Selling and Promotional Strategies.

Inducted into National Marketing Honors Organization Alpha Mu Alpha

Awards and Achievements

Eagle Scout: Accepted the title from the Capitol Area Council in May of 2002 at the age of 13.

As a member of troop 454 I performed various service projects as well as leading my own project in April of 2002 in which I assembled a team of 28 of my peers and rebuilt facilities at a little league field in northwest Austin.