

DRAKE LOGAN

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LinkedIn.com/in/XXX

ACCOUNT EXECUTIVE

Driving significant revenue growth while maximizing the customer experience.

“Drake is an excellent problem solver. He has shown the ability to overcome obstacles while providing senior level leadership. Drake has an exceptionally high standard for creating a valuable customer experience and his sense of work ethic is unsurpassed. In addition, he is a fun person to be around.”

Dedicated, extremely positive trailblazer with a proven record increasing sales and delivering top customer experiences for mutually beneficial success between the company and the clients. Persistent professional guiding the entire sales cycle from creative prospecting through presenting, closing, and follow up. Adaptable relationship builder with superior communication, problem solving, and listening skills leveraging a consultative, customer-centric approach in all situations. Certified Life Coach committed to motivating others to an elevated level of performance and leading by example to propel exceptional results.

Technology: Microsoft Office, Salesforce, Zoom, and Skype

- *Accomplished manager who develops meaningful client relationships to effectively attract, secure, and retain accounts.*
- *Enthusiastic self-starter with a proprietary coaching website (lifecoaching4living.com) who leads a Mastermind call each week and inspires others to become extraordinary.*
- *Multilingual connector able to communicate with teams and clients in English and French.*

PROFESSIONAL EXPERIENCE

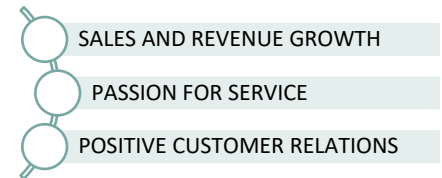
BN Media | Beliefnet • Virginia Beach, VA

2017 to Present

Privately-owned company providing online faith-based programs and resources on spirituality, inspiration, health, and relationships.

National Account Executive

Leverage a customer-centric, consultative approach to drive awareness and revenue growth. Lead the full sales cycle from prospecting through presenting and closing. Design and launch effective campaigns to increase traffic to the website. Target qualified prospects, including Christian Colleges, seminaries, and ministries, and communicate the value-add of getting the specific product offerings in front of larger audiences. Demonstrate positive personality at all times, resulting in stronger client partnerships and consistently exceed sales goals.



- *Utilized creative techniques to build the pipeline, including cold calling, online searched, LinkedIn sourcing, and networking*
- *Managed various campaigns simultaneously, ranging from solo email marketing to large CPM campaigns*
- *Adapted to the client situation at hand, listening intently to needs and recognizing body language meanings for ideal outcomes*
- *Contributed to a culture of excellence through an energetic attitude that was infectious to other team members*
- *Earned recognition as the only Sales Representative to exceed annual revenue goals in 2018*
- *Strategically integrated Life Coach credential and expertise to design tailored solutions and truly help each client*

Triathlon List Management • West Islip, NY

2013 to 2017

Privately-owned email list management company.

National Sales Director | Email Marketing Specialist

Steered the entire sales cycle from prospecting and lead generating through meeting, closing, and follow up. Analyzed individual client goals and budgets, and then built comprehensive email marketing solution plans. Actively secured new accounts while maintaining existing ones to drive year over year growth.

National Sales Director | Email Marketing Specialist Continued

- Cultivated a strong account base through cold calling, email marketing, LinkedIn sourcing, and trade show attendance
- Traveled extensively to meet clients and serve as a key panel speaker at various industry-leading conferences
- Met or exceeded sales quota every single month during tenure
- Maximized revenue per account by focusing on repeat business and identifying opportunities for up-selling
- Tracked KPIs, generated reports for management, and worked successfully with minimal guidance

Web.com • Herndon, VA

2013

Privately-owned firm providing domain registration and website development services.

Senior Leads Specialist

Worked tenaciously to develop a new territory. Targeted decision makers and delivered engaging presentations primarily to small business owners, detailing how internet marketing solutions could help them succeed. Handled all aspects of the sales process, including cold calling, door knocking, lead generating, pipeline tracking, marketing plan design, and account management.

- Exceeded sales goals within first 60 days of initial hire
- Provided comprehensive marketing solutions that included PPC, SEO, and social media
- Earned Google AdWords Certification

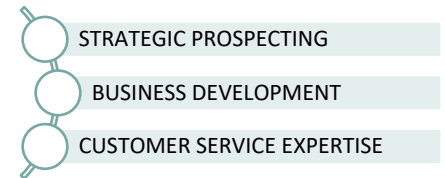
Townhall • Arlington, VA

2010 to 2013

American politically conservative website, print magazine, and radio news service operated by Salem Communications

Senior Advertising Sales Executive

Drove significant revenue growth while delivering outstanding customer service in both the private and political sectors. Managed the full sales cycle from prospecting through closing with an emphasis on including a relationship-centered approach. Conducted cold calls, generated referrals, attended various trade shows, and traveled to networking events to drive business development.



- Recognized as fastest new hire to generate \$100K in production
- Attained at least 90% of sales goals while developing in-depth knowledge of digital media
- Coordinated campaigns with banner ads, print ads, and targeted emails in coordination with Media Buyers across the country

EARLY CAREER

Insyte Training • *Director of Business Development* • Fostered long-term accounts and delivered trainings to clients, including DoD.
Walking Assets LLC • *Owner | Operator* • Built and managed a successful experiential team building business
LITBC Designs • *Owner | Operator* • Drove sales and enhanced customer service for a ceramic accessories seller.

EDUCATION AND CREDENTIALS

Pennsylvania State University • *Bachelor of Arts, Liberal Arts*
Dean Witter Reynolds • *Sales Executive Training Program*
Outward Bound Schools • *Leadership Training Program*
Starbrook Associates • *Life Coaching Certification*