

Trevor Mackey

New York, NY 10023 | 617.248.8284 | tmackey@gmail.com | www.linkedin.com/in/trevormackey

SUMMARY

Your Next: Head of Sales Development

Sales Process Perfecting ▪ Pipeline Plumbing ▪ Client Wooing ▪ Competition Crushing
Recruiting ▪ Interviewing ▪ Training ▪ Motivating ▪ Coaching ▪ Cheerleading ▪ Congratulating

PROFESSIONAL EXPERIENCE

INFO SWAP (IS) / INFO POUR (IP) ▪ New York, NY July 2014 to present

In case you didn't know, IS is a network of 140+ Q&A communities based off its flagship site, IP (launched in 2008). In 2011, IP released an affiliate job board, *Jobs 2.0*, charging recruiters for access. In 2014, *Jobs 2.0* was rebranded to *Jobs Pour*, a talent site connecting our global user base of 24M+ techies with employers.

Strategic Account Manager (SAM), Jobs Pour

Since being picked to help launch IP's NY presence, continue streak as #1 producer in the office, serving as go-to for sales and product knowhow, aiding in scaling our NY sales force, and wooing clients including:

Squarespace ▪ Facebook / Instagram ▪ Yahoo! / Tumblr ▪ Intel ▪ Cisco ▪ Venmo ▪ Apple
Seamless / GrubHub ▪ Google ▪ GoDaddy ▪ Marin Software ▪ Pinterest ▪ Pandora ▪ AppNexus

- While constantly networking to **source and snag top talent** to grow our sales team and playing a part in the interview and selection process, remain **on pace to finish 2015 at no less than 110% of goal**.
- Mix up relationship-building approaches to **keep 4 to 5 face-to-face meetings a week fun and productive**, whether it's coffee, lunch, happy hour, or hosting a box for our Seamless buddies at a Yankees game.
- Operating much like an outside sales consultant, don't just sell job advertisement space or database subscriptions, but **educate and advise clients** on how to design ads to attract ideal candidates and utilize our tools to maximize ROI, **enhancing trust while increasing spend** on our offerings.
 - Overcome any initial pushback based on old platform to close **average sales of \$17K and up to \$32K**.
 - Handhold after sale (if need be) to know beyond a reasonable doubt that client is capitalizing on product's potential and **setting the groundwork for future sales**.

INFO SWAP (IS) / INFO POUR (IP) ▪ Boston, MA

June 2012 to June 2014

Sales Team Lead (STL) / Senior Account Executive (SAE), Jobs 2.0

As the only senior AE hired to launch the Boston-based East Coast office, collaborated with onsite director to hire and establish an initial sales force of 9. As a player/coach, maintained #1 producer status 24 out of 24 months while applying Scrum techniques to break down the sales process, mentor, and train 8 sales reps in:

Sales Flowcharts ▪ Prospecting ▪ Communicating Value Adds ▪ Salesforce.com ▪ Pipeline Development
Capitalizing on Strengths ▪ Overcoming Roadblocks ▪ Tailoring Proposals ▪ Maximizing Account Potential

- Hit 114% of goal in 1st year, prospecting via phone, email, networking, and social media and **managing the full cycle** of digital advertising and SaaS sales for **clients ranging from startups to the Fortune 100**.
- Kept own sales numbers up while playing a key part in **scaling the sales team from 9 to 20+ without sacrificing effectiveness or efficiency**.
 - Performed **initial screening interviews to ensure the right cultural fit** before giving the thumbs up or down on candidates to director.
 - Led meetings to facilitate **roadblock-conquering collaboration** and keep team on track to nail goals.
 - Periodically listened to sales rep calls to diagnose where the call got off track before **coaching on how to strengthen sales approach, implement, and ultimately close more sales**.

Trevor Mackey

New York, NY 10023 | 617.248.8284 | tmackey@gmail.com | www.linkedin.com/in/trevormackey | Page 2

WORLD FINANCIAL GROUP ▪ Boston, MA

June 2010 to May 2012

Internal Wholesaler (aka Inside Sales Consultant)

Took sales savvy from fishbowls to the phone to consistently rank in the top 10% out of 82 inside sales reps in outperforming the pack on outbound call activity, prospect conversations, and daily talk time. Besides earning kudos for reaching 100+ customers in a single week, supervisor asserted, "... your system, your discipline, and your organizational skills are all top notch," and piled on the praise for:

Turning around a "Close-Minded" Prospect ▪ Being "Very Cordial," "Pleasantly Persistent," & "Very Efficient"
Asking "Excellent Open-Ended Questions" ▪ "Build[ing] Trust" ▪ Going "Above what Was Expected"
Having a "Spectacular Rapport" with Clients ▪ "Own[ing]...Territory Like it's [My] Business"

- Focused on generating and following up on leads and customizing solutions to push 2 outside reps in lower-producing territories (DC and Orlando) to **surge monthly production 142% in less than 4 months.**
- Based on speed in taking under-producing territory from \$3.2M to \$7M+ a month, ranking consistently in the top 10%, and demonstrating a hunger that stood out from the pack of 5 more experienced interviewees, was promptly **promoted to partner with THE top-performing outside rep.**
 - In partnership with external rep covering Denver, **developed and implemented business and sales strategies** that raised territory production 45%, from \$18.5M to \$26M+ per month.
 - While initiating and growing a few select prospect relationships, focused largely on **educating low-activity accounts** on how our new products were the answer to current market conditions.
 - **Worked with external rep and technical product experts during presale consulting**, made sure CRM system was up to date, and set appointments for rep to maximize time during territory visits.

MERRILL LYNCH ▪ Boston, MA

June 2009 to June 2010

Financial Advisor (aka Sales Rep)

While my official title was Financial Advisor, this role was 100% sales, and it was the role that hooked me. This intro to full cycle sales management included:

- Sales Plan Development ▪ Territory Implementation ▪ Lead Generation ▪ Prospecting ▪ Needs Assessment
Appointment Setting ▪ Client Meetings ▪ Proposal Design & Presentations ▪ Account Management
- After gaining product knowledge during a 12-week training program and passing mind-numbing exams to earn Series 7, 63, and 65 licenses, unwittingly transitioned to **the sales school of hard knocks** by launching a good old-fashioned fishbowl marketing campaign.
 - **Analyzed prospects' info** to determine strategies to help them meet their goals before putting together and presenting them with recommended product and service options.
 - Love of **solving problems, facilitating better futures, and making connections with new people** – along with the aptitude to take charge of my own success – helped secure 50+ new clients and earn rank as the **class's #1 producer.**

TECHNOLOGY

Microsoft Office ▪ Salesforce.com CRM ▪ SaaS ▪ ClearSlide ▪ ScreenShare ▪ ToutApp ▪ Yeswear

EDUCATION

Bachelor of Science (BS) in Business Administration & Management ▪ 2009

KERRY GLOBAL SCHOLARS (KGS) ▪ Study Abroad: **Semester at Sea** ▪ Fall 2007

UNIVERSITY OF VIRGINIA ▪ Charlottesville, VA

“Trevor” wanted an ATS-friendly, non-flashy, yet eye-pleasing resume, minus the “boring, typical resume speak.” Check, check, and check. I balanced less-sexy keywords with playful verbiage to tell his career story and help him stand out in his target market. I framed the description of “Trevor’s” employer to shed light on what he was selling and the rebranding that had occurred during his time with the company. I separated out competencies within each position to allow room for more keywords while helping to keep the bulleted text light, included pieces of quotes to draw credible attention to some of “Trevor’s” soft sales skills, and stripped out financial services industry jargon from the 1st 3 years of his career, as “Trevor” had no desire to return to that industry. I strategically broke several traditional resume rules, including adding “aka...” in parentheses to be sure that the nature of his earliest roles wasn’t lost due to his official job titles, contractions and conversational interjections to match “Trevor’s” personality, and calculated use of the 1st person toward the end of his resume to grab the reader’s attention and further drive home “Trevor’s” addict-like obsession with sales.