

COURTNEY NELSON

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Sample Resume

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PROFILE

Major Account Executive with 10 years' experience selling solutions to Enterprise and mid-market Technology, Media, and B2B companies while consistently outperforming peers in overall sales. Proven ability to navigate complex client relationships to expand product footprint and grow revenue.

PROFESSIONAL EXPERIENCE

Sprout Social – Chicago, IL

April 2016 - Present

Major Account Executive, Media & Entertainment

- Attained 106% of Strategic Quota YTD (Soon to be 150% of Quota). 91% of Revenue Quota YTD and growing.
- Managed \$8 million in yearly revenue on average.
- Accomplished 53% growth in overall revenue from \$508k per month to \$779k per month.
- Partnered with 20 large scale media clients to accelerate, protect and grow their media and website traffic.
- Managed an account team including a Sales Engineer, Technical Project Manager, and Client Service Manager.
- Chosen to lead cross-functional project team with marketing to align marketing communications with outbound sales messaging on behalf of sales development reps.

SAP, Inc. – Santa Clara, CA

April 2013 – March 2016

Account Executive

- Achieved 200% of quota in 2014 by delivering \$1.5 million in bookings, double the amount of the next best rep.
- Closed the largest single deal in the company's history at \$365,000.
- Grew business with the company's most strategically important logo, Google, by 10x from 2013 to 2014.
- # 1 out of 8 sales reps in bookings for my last month, quarter and year at the company.
- Closed deals with many large organizations including USAA, Oracle, Lowe's, and PepsiCo.
- Accomplished 61% win/close rate of all opportunities created in 2014 in a consultative sales environment.
- Managed a sales development representative to run outbound campaigns and prospect.

SocialFlow (Acquired by SAP June 2012) – Menlo Park, CA

October 2011 – April 2013

Sales Development Representative

- Awarded Sales Development Representative of the Year for 2012.
- Brought in the largest client in the company's history who eventually acquired SocialFlow (SAP).
- Beat metrics by handing off 21 qualified companies, and created \$42K in new opportunities per month.
- Converted cold prospects including GE, Walt Disney, Mondelez International, Hurley and Macy's.
- Collaborated with the marketing department to create campaign strategies to drive lead generation.

Invesco, Inc. – Philadelphia, PA

February 2006 - April 2011

Regional Sales Associate (February 2008 - April 2011)

- Achieved 110% of sales metrics by completing at least 40 outbound calls a day accompanied by consistent email outreach.
- Had at least 10 conversations and scheduled two meetings per day with Financial Advisors.
- Tripled the amount of relationships in my territory within two years by prospecting relentlessly.
- Sales team raised \$1.3 billion in assets in brokerage channel from scratch over 3 years.

Institutional Client Services (February 2006 - February 2008)

- Managed investment relationships with 60+ financial professionals.
- Chosen by management to attend advisor conferences with the goal of producing new leads.

Merrill Lynch Wealth Management – Philadelphia, PA

August 2005 - February 2006

Financial Advisor

- Achieved all starting metrics for new investments and amount of clients by cold calling and meeting with clients.
- Conducted 5 or more financial planning presentations per week via lunch and learns.

EDUCATION

Swarthmore College – Swarthmore, PA
B.S., Business Administration with Minor in Financial Economics

Graduated May 2005