

Accomplished Verizon sales and business leader with 20+ years of experience driving revenue growth, developing high-performing sales teams, and executing customer-focused strategies across Retail, Indirect, B2B, Inside Sales, and Marketing organizations. Proven success leading sales performance initiatives, revenue forecasting, account expansion strategies, and employee development programs. Recognized for building strong teams, improving customer experience, and consistently exceeding sales objectives while supporting SMB, Mid-Market, Enterprise, and National Account customers.

**CORE COMPETENCIES**

**SOFTWARE PROFICIENCIES**

- Inside Sales Leadership
- SMB/B2B Sales
- Revenue Forecasting
- Sales Performance Management
- Pipeline Management
- Account Expansion
- Upselling & Cross-Selling
- AI Driven Sales Enablement
- AI Prompt Optimization
- Performance Coaching
- Customer Retention
- Employee Development
- Territory Growth
- Strategic Planning
- KPI Management
- LLM Utilization

- G Suite
- Smartsheets
- Salesforce
- Adobe CC
- Outreach
- Microsoft 365
- Final Cut Pro
- Gemini
- Seismic
- Artemis
- B360/MyPOS/Omni
- IQ Metrix/  
RQ4 Agent Systems
- Canva
- Lumafusion
- Claude

**EXPERIENCE & NOTABLE CONTRIBUTIONS**

**Marketing | Retail | B2B | Inside Sales | Indirect**

**V DIGITAL MARKETING ANALYST** • Mar. 2023 – Dec 2025 **MARKETING**

Supported Demand Generation BDR initiatives focused on campaign development, intake management, and strategic execution to generate qualified leads across Medium Business, Mid-Market, and Enterprise customer segments.

**KEY ACCOMPLISHMENTS**

- Generated \$11.4M in qualified pipeline revenue, achieving 304% of annual target by developing and executing integrated demand generation campaigns across SMB, Mid-Market, and Enterprise customer segments.
- Increased sales pipeline conversion rates to 61% SQL-to-Close Won by partnering with Inside Sales, Business Development Representatives, and Enterprise sellers to align lead qualification, nurture strategies, and account expansion initiatives.
- Improved prospect engagement performance above industry benchmarks by designing targeted outreach sequences that consistently achieved 32%+ email open rates and 4%+ click-through rates through data-driven campaign optimization.
- Expanded SMB and Mid-Market sales opportunities by coordinating quarterly alignment sessions between marketing and sales organizations, strengthening collaboration around pipeline management, revenue forecasting, and customer acquisition strategies.
- Enhanced sales productivity and customer engagement by leading cross-functional initiatives supporting Enterprise, Events, and Investment teams through targeted campaign execution and strategic sales enablement.

- Accelerated market awareness of Verizon's POTS Replacement Program by developing executive communications, video content, and seller enablement resources that strengthened value proposition delivery and customer retention efforts.

## **V** **INDIRECT ACCOUNT MANAGER (NATIONAL & LOCAL ACCOUNTS)** • Aug. 2012 – Mar. 2023 **INDIRECT**

Managed Verizon brand development, territory growth, strategic partnerships, and distribution performance across Florida markets. Led relationship management efforts with national retailers, agent partners, and community-based sales organizations while driving operational excellence and customer engagement.

### **KEY ACCOMPLISHMENTS**

- Achieved 100% distribution growth within a strategic agent partner network by collaborating with ownership teams to develop scalable business plans, staffing strategies, and sales performance management processes.
- Increased branded retail footprint by 200% and improved device sales by 120% year-over-year by negotiating expanded placement opportunities with national accounts including Walmart and Best Buy.
- Improved customer retention and service performance across multiple territories by implementing omni-channel sales strategies focused on customer experience, digital tool utilization, and operational excellence.
- Expanded sales capacity and market coverage by supporting the successful launch of multiple Verizon agent locations throughout Florida through territory planning, onboarding, and sales readiness execution.
- Improved partner sales execution by delivering performance coaching, business reviews, and competitive analysis that reinforced Verizon sales strategies and strengthened account growth.
- Enhanced compliance and operational consistency by serving as a certified trainer for Verizon sales systems and collaborating with leadership teams on new-hire development programs.

## **V** **ASSISTANT SALES MANAGER AND GENERAL SALES MANAGER** • 2010 - 2012 **RETAIL**

Partnered with district leadership to implement organizational restructuring initiatives, sales process improvements, and operational enhancements across high-volume Verizon retail locations.

### **KEY ACCOMPLISHMENTS**

- Led a high-performing commission-based sales team of 15+ employees by implementing performance coaching, accountability measures, and individualized development plans that improved overall sales productivity.
- Improved Net Promoter Score by 6% by optimizing digital queue management processes and streamlining customer interactions to reduce wait times and improve service delivery.
- Developed future leaders within the organization by mentoring Assistant Store Managers, resulting in the successful promotion of one team member to Associate Director.
- Improved sales execution and KPI attainment by monitoring daily, weekly, and monthly performance metrics and implementing targeted action plans to address performance gaps.
- Strengthened team performance and sales effectiveness by conducting workshops, skill development sessions, and ongoing coaching focused on sales strategy execution and customer relationship management.

## ADDITIONAL VERIZON CAREER PROGRESSION



**TELESALES FLP • 2009** **INSIDE**  
**GOVERNMENT ACCOUNT EXECUTIVE • 2007** **B2B**  
**RETAIL SALES SUPERVISOR • 2006**  
**RETAIL SALES REPRESENTATIVE • 2005**

## ENTREPRENEURSHIP



**LICENSED REAL ESTATE AGENT • 2021-Present**  
Oakstrand Realty, St.Pete, FL



**OWNER/OPERATOR • 2008-2012**  
Westshore Pizza, Tampa, FL



**OWNER/FOUNDER • 2024-Present**  
HyprBrnd, LCC, Tampa, FL

**SPECIALIZING IN WEBSITE DESIGN,  
LOGO AND CONTENT CREATION**

## EDUCATION & TRAINING



**Bachelor of Science, Marketing**  
Rasmussen University, Minneapolis, MN • YOG 2021



**Associate of Science, Business Administration**  
Fisher College, Boston, MA • YOG 2006

## AWARDS & RECOGNITION

- ✓ **2006 WINNERS CIRCLE • RETAIL SALES SUPERVISOR**
- ✓ **2017 WINNERS CIRCLE • INDIRECT ACCOUNT MANAGER**
- ▼ **2017 VERIZON TOP EMPLOYEE • PRESENTED BY RONAN DUNNE**
- ▼ **2017 PRESIDENT'S CABINET • INDIRECT ACCOUNT MANAGER**
- **2020 RACE TO THE FINISH • INDIRECT ACCOUNT MANAGER**