

# SCOTT L.

xxxxxxxxxx, Suite 708 | xxxxxxxx  
xxx-xxx-xxxx | xxxxxxxx@hotmail.com

## DIRECTOR OF SALES / OPERATIONS

*Strategic Planning & Development | Revenue Performance & Profitability*

Results-driven Sales Management Professional with 10+ years' experience, a successful record of embracing new challenges and skilled in the art of brand management. A prior history of success applying hands on knowledge gained within the corporate environment as well as entrepreneurial experiences to add value to organizational projects and initiatives. Focus on new business development through results-driven marketing, sales and strategic planning. Achieve value creation through positioning, brand and product innovation and differentiation. Establish and maintain relationships that lead to profit, net sales growth and achievement of product and business objectives. Extensive experience in the financial and digital media sector with SAAS based products and services.

### Core Competencies:

- Team Leadership
- Employee Management
- Strategic Planning
- Entrepreneurship
- Sales Strategy

- SAAS
- Business Operations
- P&L/Financial Management
- Digital Media
- Business Solutions

- Relationship Management
- Customer Service/Retention
- Negotiation
- Brand Management
- Project Management

## PROFESSIONAL EXPERIENCE

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xx/xxxx-PRESENT

### *National Director of Operations & Sales*

Lead creation and execution of comprehensive sales, marketing, and operations strategy to exceed revenue projections and enhance Payment Processing using SAAS (Software as Service) model.

### Key Accomplishments & Highlights:

- Implemented a new sales strategy in 2012 and **achieved a 900% increase in sales revenue to over 1.3 million dollars** within a one year period. Drove sales revenue to 1.9 million dollars in 2013.
- Projected sales of **2.7 million** in 2014.
- Managed team of 8** (6 Sales Managers and 2 Technical Support Managers).
- Oversaw North American operations for xxxxxxxxxxxx.
- Participated in all aspects of day-to-day operations and sales, including employee hiring, performance reviews, training/development, sales forecasts and various office administrative responsibilities (lease management and bill payments).
- Performed budget management duties, including development of monthly P&L statements.
- Corresponded with C-Level executives and trained senior executives and staff members on PCI, payment security and SAAS technology.

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### *Director of Business Development - Digital Media, Advertising and SAAS Company*

Created and implemented targeted business development and marketing strategy. Led team of 15 Sales Representatives toward excellence in meeting monthly targets and performance metrics. Played integral role in creating public relations and advertising plans to drive sales and increase brand awareness.

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(xxxxxxxxxx Networks ...Continued)

**Key Accomplishments & Highlights:**

- Managed company's top revenue-generating accounts, from mid-scale to Fortune 500 companies.
- Spearheaded project management, strategic planning, relationship management, negotiations, and innovative development of business opportunities with key clients.
- Developed strategic sales plans and revenue targets for division.
- Participated in shaping company's strategic marketing objectives, emphasis on online marketing and social media.
- Led team of 15 Sales Representative to achieve 100% of sales targets during company's first 2 years. Acted as Key Account manager, ensuring all targets were met and maintained involvement in all aspects of sales lifecycle, including prospecting, closing, and account retention.
- Grew revenue base from \$330K to more than \$1.4M over 3 years.
- Conceptualized presentations and media collateral.

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**President/ Co-Founder - Digital Media Advertising & Webb App Development Provider**

Co-founded firm specializing in creating social networking website communities as well as application development for Android and iOS platforms. Played integral role in operations, including sales, marketing, advertising and sales of various web properties.

**Key Accomplishments & Highlights:**

- Launched personal venture in 2001 and developed numerous award-winning social networking websites that include xxxxxxx.com, xxxxxxx.com, xxxxxxx.com
- Secured advertising for each website from major companies in North America, including Rogers, RBC, Telus Mobility, Bell Canada amongst hundreds of other companies.
- Helped xxxxxxx achieve position as North America's largest social networking community for South Asians with more than 200K members and content teams in North America, UK, and India.
- Sold 7 of my web properties to companies such as TorStar, xxxxxxx, and more.

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## EDUCATION & CREDENTIALS

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**MASTER'S OF PUBLIC ADMINISTRATION DEGREE, BUSINESS, XXXX**

xxxxxxxx School of Business, xxxxxxxxx

**SPECIALIZED HONORS B.A. DEGREE IN GOVERNMENT BUSINESS/MINOR IN MARKETING, XXXX**

xxxxxx University, xxxxxxxxx

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## AWARDS & ACCOMPLISHMENTS

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- Recipient of the Excellence Award for xxxxxx in 2013 for outstanding sales results and dedication.
- Received multiple Internet related awards for building social networking brands such as xxxxx.com, xxxxx.com, xxxxx.com as well as many others web properties.
- Achieved Presidents club for outstanding sales results for xxxxxxx.
- Achieved Presidents club for outstanding sales performance for xxxxxxxxx.com in 2003, 2004, 2005.

~ References Available on Request ~