

Our work **DOUBLED** Donnie Adam's salary and attracted employers to his LinkedIn profile.

»» Here's what Donnie had to say about our work:



Donnie Adams · 1st

Customer Success | BPO | Business Development | Executive Relationship Building | Sales Enablement & Best Practice Development

November 25, 2020, Donnie was Umema's client

Umema's work is top line. With Umema's help I was able to attract my new employer via LinkedIn and double my salary!!! I would recommend Umema to anyone looking to take their resume to the next level. Her ability to ask thought-provoking questions will allow you to express your true strengths to any potential employer. I am very pleased with her work. I look forward to working with Umema and her team as my career expands.

Premise:

He had experience as an account executive and was looking for the next role. His resume didn't do him justice. But more importantly, his LinkedIn failed to give a strong impression.

Some key problems with his LinkedIn were:

- Missing headline and keywords
- No summary
- No proper use of the skills section
- Lack of accomplishments in the experience section

What was happening?

[94%](#) of recruiters use LinkedIn to cut candidates from their applicant pool; Donnie was one of them.

Here's what we did for his LinkedIn:

- 1** Created a punchy keyword-based headline to showcase his top skills at first glance.
- 2** Developed summary and experience descriptions that highlighted his capabilities as an overachiever.
- 3** Along with a fully-equipped skills section, added industry-specific keywords throughout his profile.

Where is Donnie now?

Right after the LinkedIn optimization, recruiters started reaching out to Donnie. He soon landed a job as a Senior AE.

In 2022, he secured an additional 15% increase in his salary after coming back for an update.

Moreover, he also availed our Job Application Service. He currently serves as a Business Development Manager II.

Donnie also referred his brother and several friends to us.

[A strong, beefy LinkedIn profile pulls interviews for you passively. All you have to do is set it up once and people will keep coming to your profile.](#)

Here's a Breakdown of Donnie's LinkedIn Profile after the Revamp

Click-Inducing Headline

We created a keyword-based headline, beyond just the job title. Optimizing this section gets more clicks as this is the very first section everyone sees when browsing LinkedIn.



Donnie Adams · 2nd

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Houston, Texas, United States · [Contact info](#)

500+ connections

  Fatemah Mirza and Umema Aimen are mutual connections

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A Catchy Hook

Given that you have to click "see more" to read the entire summary; we created a strong first line to show how Donnie helps employers. This increases employers' curiosity to read more.

About

As a technology sales specialist, I position business development teams to achieve and exceed ambitious revenue goals. I do this by defining robust sales processes, nurturing high-performing personnel, and leveraging my extensive experience driving multimillion-dollar sales.

...

[...see more](#)

Here's what you see when you click "see more"

A Strong Summary

We created a summary that had exemplified achievements instead of generic responsibility-based statements.

About

As a technology sales specialist, I position business development teams to achieve and exceed ambitious revenue goals. I do this by defining robust sales processes, nurturing high-performing personnel, and leveraging my extensive experience driving multimillion-dollar sales.

Throughout my career, I enabled business development teams to deliver best-in-class performance. For instance, I trained my seven-member business development team at FIS Global on prospecting strategies for a newly launched RPA product. Additionally, I educated 90 account and regional sales managers on the value proposition of the product. As a result, I empowered these teams to create a \$5M sales pipeline from scratch for this product.

I coach these teams by drawing on my track record of sales excellence. Here are a few highlights from my career:

- Attained 111% of the sales quota at FIS Global by acquiring 5 new logos across multiple verticals.
- Cross-sold a \$750K process assessment service to a FIS Global client after analyzing over 20 processes.
- Generated \$1M in revenue at CenturyLink Business by onboarding a SaaS provider as a referral partner.

I also lead teams that consistently meet their goals. At Pamio, for example, I directed a global, remote team of 16 employees that executed all tasks within stringent deadlines. I achieved this by rigorously monitoring and course-correcting staff performance. I also ensured high team morale by proactively supporting personnel and holding weekly meetings.

If you are looking for someone who develops high-performing teams that consistently exceed expectations, email me: donniedadams22@gmail.com.

Call-To-Action

To prompt the reader/employer to directly reach out to Donnie, we added a clear call-to-action.

A Fully-Developed Experience Section

We created keyword- and achievement-optimized job descriptions with click-inducing "see more" sections.



Digital Services Specialist

Ricoh USA, Inc. · Full-time
Oct 2021 - May 2023 · 1 yr 8 mos

At this information management and digital services company, I guide six account executives on discovering and winning sales opportunities with Fortune 500 clients. I also oversee 20 global accounts by utilizing Oracle CRM. ...see more



Senior Account Executive

Tquila Automation · Full-time
Feb 2021 - Oct 2021 · 9 mos
Houston, Texas, United States

As one of the first U.S. employees of this intelligent automation consultancy, I spearheaded the development of the U.S. office within stringent timelines and budgetary constraints. As part of this initiative, I established close partnerships with over 20 account executives at UiPath. Due to these efforts, I closed a six-figure licensing bill, developed a \$1M sales pipeline, and won three lucrative deals per month on average. ...see more



Sales Executive - RPA

FIS
Sep 2018 - Oct 2020 · 2 yrs 2 mos
Jacksonville, Florida, United States

Here, I spearheaded and mentored a seven-member business development team to drive sales of a new RPA product. I also closed high-value deals for Fortune 500 clients. ...see more

Critical Skills

Based on the importance of skills, we weaved the keywords within the description to showcase the achievement instead of just listing it.



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At this information management and digital services company, I guide six account executives on discovering and winning sales opportunities with Fortune 500 clients. I also oversee 20 global accounts by utilizing Oracle CRM.

My proudest contribution here was improving the sales team's prospecting capabilities by co-managing the training of seven personnel on ZoomInfo.

I was selected to deliver this training due to my track record of achieving outstanding sales results. For instance, I closed three strategic deals that generated ~500K for the company. Additionally, I am on track to meet the multimillion-dollar yearly sales quotas.

Another contribution I made here was leading rebranding efforts for the company. To do this, I pitched and reinforced the new brand image by liaising with existing clients as well as **establishing new partnerships.**

KEY SKILLS: Strategic Portfolio Management, Revenue Generation, Business Growth, Sales Quota Achievement, Company Rebranding, Software Products, Business Process Optimization (BPO) Solutions.



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Additionally, I designed a multi-step sales cadence structure for mid-sized accounts, which enabled a 25% conversion rate and was later adopted by another sales rep.

KEY SKILLS: Sales Lifecycle Management, Sales Process Development, Strategic Partnership, Value Proposition Creation, Pipeline Generation, Sales Strategy Design & Execution, Strategic Account Management.

Skills Section

Besides the general skill section, we utilized the key skills section under each experience. This further optimized his profile for the LinkedIn algorithm.

Context

We made sure to describe the scale and scope of the work Donnie did, further highlighting his achievements.

Would you like us to optimize your LinkedIn, too?

Click here to invest in our services:

[Book Service](#)

If you prefer to speak to us about our services first, click here to schedule a consultation call with us.

[Call Us](#)

