

Case Study: Director of Sales

With our resume revamp, Brandon landed his target job within just one month.

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

I first worked with CareerTuners when I was a manager and sought Zunaira's help till I became a senior director of IT sales. I am currently interviewing for the VP of Sales roles. I have received great feedback on my resume. Everyone liked the format. CareerTuners has been of great help in my career growth. Zunaira is always responsive and provides thorough support. I am glad I chose CareerTuners.

Brandon's backstory:

After serving at the same organization for eight years, Brandon was looking for a new challenge. He was targeting Director of Sales roles in the IT industry.

However, his resume wasn't director-level and lacked accomplishments. There were too many roles in the resume, including an irrelevant one.

Overall, it failed to distinguish him from the crowd.

Warning: The resume pages ahead have been saved as images in order to protect Brandon's work as well as our work from being copied and indexed. As a result, uploading this exact file into an Applicant Tracking System will not work. If you are interested in hiring him, please email us at contact@careertuners.com.

Along with ATS-optimization, we did three things:

- 1 Uncovered key accomplishments and emphasized his sales leadership expertise. Showcased his personal brand.
- 2 Created metric-driven accomplishments with a results-first approach.
- 3 De-emphasized irrelevant experience with a focus on transferable skills only. Removed earlier, less meaningful roles.

Where is he now?

Just a month after the resume revamp, Brandon got a job as a Director of Sales at LeadIQ. Within six months, he secured a promotion.

Recently, Brandon returned for a resume update and also purchased a LinkedIn revamp. We are currently working with him on the next steps of his journey.

Would you like us to redo your resume, too?

Click here to invest in our resume-writing services or call us for a consultation.

[Book Service](#)

[Call Us](#)



Here's the resume we made for him:

BRANDON K. | 951.284.5404 | contact@careertuners.com | Irvine, CA 92618 | [LinkedIn](#)

Overachieves on enterprise software sales targets by strategizing winning sales plans and spearheading high-performing sales teams.

Sales Cycle Management | New Logo Acquisition | Sales Team Hiring & Training | Business Development | Revenue Generation

- **Exceeding Sales Goals:** Surpassed the annual sales quota and won the Top Performer award for 4 consecutive years while leading cloud solution sales; secured 116% in FY18, 118% in FY19, and 120% in FY20; projected to secure ~125% in FY21.
- **Top-Tier Sales Team Development:** Established and sustained my sales team as the highest opportunity closer consistently for 4 years while operating in low-demand-generating territories; won Sales Manager of the Year in FY20 and FY21.
- **Enterprise Clients:** Salesforce, Intel, GitLab, Optimizely, Panasonic, Copperleaf, Zendesk, Visio, AgileOne, Ironclad, Amplitude.
- **Key Skills:** SaaS-Based Solution Selling, High-Volume Sales Execution, Sales Forecasting & Data Analytics, Pitching to C-Level, Cross-Functional Collaboration, Customer Relationship Management, Sales Performance Monitoring, Sales Process Modernization

CAREER SUMMARY & SUCCESSES

Company One 02/2014 – Present

Director – Commercial Sales

11/2021 – 02/2022

Spearheaded 3 teams, including 18 account executives and 3 managers, across Irvine and APAC regions to drive new business for the SaaS-based Industry Cloud for Professional Services™ solutions; mentored managers on team and account management, negotiation, and performance improvement strategies. Executed end-to-end Quarterly Business Reviews (QBRs) for all 3 teams. Improved territory sales strategies; forecasted and reported commit numbers to the CCO. Enhanced the team's selling capabilities via rigorous training.

Key Accounts: SE2, Sisense, Cart.com, Crowe Soberman LLP

- Secured 138% of the quarterly quota by closing 31 new opportunities; overhauled previously complex and lengthy procurement processes with the client and the procurement team; executed plans to ensure stringent opportunity tracking procedures.
- Closed a \$2.7M opportunity, generating \$622K in ARR, with SE2; facilitated a major technology shift for the client company.
- Aided Mavenlink's merger with Kimble Applications by participating in the sales integration efforts as a sales leader; helped define a single sales process, compensation structure, naming convention, and logo branding to align organizational structures.
- Improved new opportunity closing by account reps by implementing a shared document management system for cross-functional teams to eliminate process gaps in file management and legal review navigation; drove executive and economic buyer alignment.
- Streamlined the sales cycle by establishing open communication protocols; clarified tasks by holding daily meetings with leaders.
- Facilitated team members' promotions from the commercial to the mid-market tier, inside sales to commercial reps, and level 4 to 5 via proactive career mentoring; redefined and ensured on-time release of compensation packages for the new fiscal year.

Manager – Commercial Sales

09/2017 – 11/2021

Directed training and mentorship of a 7-member Account Executive team on creative selling strategies to secure high-end deals for SaaS-based™ solutions across EMEA, APAC, Boston, Utah, and Irvine regions; pitched best-fit solution designs by collaborating with the solutions engineering, technical consultancy, and advisory services teams. Carried out weekly forecast rollups with sales managers, the Senior Sales Director, and the VP of Sales. Leveraged InsightSquared for forecasting and Salesforce to analyze opportunities. Supported the APAC Director, prepared QBR presentations, and created custom pricing models via negotiation.

Key Accounts: Intel, MeridianLink, Ironclad, GDS Link, Stripe, Amplitude, MobileIron, GitLab, Ripple, Copperleaf

Revenue Growth & Maximization: Brought onboard 237 new accounts

- Generated \$11M out of \$60M (previously \$6M) in license revenue within 4 years by adopting the Tell-Show-Tell technique for demos; generated buy-in for the rollout from the VP of Sales, Director of Solutions Engineering, and VP of Advisory Services.
- Increased average deal size by 6x by initiating joint evaluation planning; documented prospect requirements gathering questionnaires to pitch need-based project and resource management solutions to CXOs; executed a step-by-step sales process.
- Facilitated securing 2 new accounts with each worth \$125K in ARR by converting a key customer-side stakeholder into a partner following a successful implementation; built relationships with prospect CXOs through proactive outreach.

Sales Team Management

- Hired and trained 7 Account Executives (AEs) and 15 Business Development Representatives (BDRs). Streamlined new account executive onboarding by creating sales documents using assets, such as Winning by Design and Jeff Hoffman strategies.
- Interfaced with hiring managers to develop unique sourcing and interview strategies, job descriptions, and compensation offers.
- Awarded the Mavenlink Founder's Award for FY21 for exemplary leadership, impactful contribution, and entrepreneurial spirit.

- Facilitated promotion of all team members to level 4, the highest, by building mastery of the professional services industry and soft skills via weekly one-on-one mentoring sessions; categorized team members according to the situational leadership model.

Sales Performance Improvement

- Strengthened the account-based marketing program by working with the VP of Sales to adopt 6sense; collaborated with the marketing team to integrate 6sense with Salesforce; defined territory-specific, targeted prospecting methods for AEs and BDRs.
- Created value proposition for our products by strategizing prospect engagement cycles; led requirements gathering, showcased tailored demos, assessed budget against solution offering, analyzed existing technology stacks, and prepared business cases.
- Supported product performance improvement, boosting market demand, by suggesting the latest feature addition to the product team, including dynamic resource optimizer and Kanban capabilities; conducted R&D.
- Improved customer qualification and pitching to key prospect decision makers by leveraging the MEDDIC process.
- Promoted our product and services by speaking at leading industry events, including TSIA and Dreamforce, as a sales leader.

Account Executive

02/2016 – 08/2017

Won new business in the lucrative New York market by partnering with key customers. Determined change management and technology improvement needs for prospect project delivery processes using Lucidcharts and workstream diagrams; pitched best-fit professional services solutions. Secured alignment with the buyer's journey; demonstrated technical solutions to C-level executives and stakeholders; collaborated with the advisory services team to scope professional services engagement. Led territory mapping.

Key Accounts: Optimizely, Panasonic, Ameren, Red Door Interactive, AgileOne

- Acquired 64 new logos through proactive outbound selling; conducted 50+ cold calls and sent email blasts on a daily basis; collaborated with a BDR to develop customized and meaningful marketing collateral after researching client websites.
- Attained 138% of the quota for 2016 by nurturing new client relationships; prepared proposals supporting client needs. Co-sold licenses by collaborating with partners and resellers.

Senior Business Development Representative

01/2014 – 01/2016

Received back-to-back promotions from a Business Development Representative and a Team Lead after systemizing a previously haphazard prospect outreach process; worked with the Sales Manager to adopt Salesloft; developed custom cadences and workflows for email campaigns. Helped professional services companies implement project delivery solutions. Led a team of 4 enterprise BDRs.

Key Accounts: IDEO, Salesforce, Press Ganey, Zendesk, Visio

- Secured 88 new accounts, generating \$2.5M in business, for the enterprise team by educating prospects on our value proposition.
- Won Outbound Opener of the Year for FY15 & FY16 by leading outreach to and follow-up with hundreds of prospects weekly.
- Onboarded and upskilled ~30 business development reps by offering to shadow calls and training them on the playbook; implemented sales enablement tools, including InsideSales, and continuously optimized Salesforce reports for the team.

Company Two

11/2013 – 01/2014

Recruiter (Sales Duties)

Identified and generated candidate buy-in to place in hard-to-fill executive positions primarily in the technology sector.

Company Three

07/2013 – 11/2013

Sales & Service Associate

Generated 8 new accounts within 2 months through cold calling and in-person visits; served as a primary contact for 100+ accounts. Sustained customer satisfaction, retaining business, by ensuring on-time service delivery and accurate order filling and follow-up.

Company Four

03/2010 – 06/2013

Sales & Stock Associate

Onboarded 42 new accounts by utilizing outbound strategies. Grew sales by designing the company's website showcasing products of 65+ vendors; won business for a new product line after conducting market analysis.

PROFESSIONAL DEVELOPMENT

Training: Sandler Training Programs, Sandler Training

Degree Program: Bachelors of Business Administration, Montclair State University

Memberships: Currently building rapport with and encouraging knowledge sharing among inside sales professionals in the Orange County by being handpicked as a Chapter Officer by [AA-ISP](#).

And here's the resume he was using before he worked with us...



BRANDON K.

951.284.5404 | CONTACT@CARFERTUNERS.COM | IRVINE, CA 92618

OBJECTIVE

To obtain a position that can lead to a long term career where I can build on my sales and service skills.

EXPERIENCE

9/1/2017 TO PRESENT Company One Irvine, CA

MANAGER, COMMERCIAL SALES

- Partner with leadership to develop, manage and execute the sales commercialization efforts.
- Responsibilities include cross functional team leadership of Mavenlink sales, performance metrics, and forecast management.
- Coach a team of strategic, technical sales professionals, training, mentoring and collaborating on PSA implementations.
- Create an environment that promotes great performance and positive morale.
- Interfacing with hiring managers and the executive team, to develop sourcing and interview strategies, job descriptions, and compensation offers.
- Mavenlink Founder's Award Receipt
- Mavenlink Top Performer FY18, FY19, FY20, FY21
- Mavenlink Sales Manager of the Year FY20, FY21

2/1/2016 TO 8/2017 Company One Irvine, CA

ACCOUNT EXECUTIVE

- Partner with large customers in the New York market to find and win new business.
- Driving revenue growth by building and nurturing new client relationships, facilitating client success, and developing strategic, value-based business relationships.
- Successfully present and demonstrate Mavenlink and technical solutions to C-level executives and stakeholders.
- Prepare and present detailed proposals that support client needs.
- Navigate complex decision-making processes and evaluations leveraging sales methodologies and process.
- Co-sell with partners and resellers.
- Collaborate with management, business development, solutions consulting and other internal teams.

2016 Year End Results: 138% of Quota Attainment

1/17/2014 TO 1/2016 Company One Irvine, CA

BUSINESS DEVELOPMENT REPRESENTATIVE

- Helped Professional Services companies find solutions to their project delivery need and allowed them to maximize profitability.
- Sourced over \$2,500,000 of closed won new business for Mavenlink's Enterprise team.
- Onboarding and up-skilling the BDR team.
- Mavenlink's Outbound Opener of the Year FY15, FY16

2/1/2016 TO 8/2017 Company One Irvine, CA

ACCOUNT EXECUTIVE

- Partner with large customers in the New York market to find and win new business.
- Responsibilities include prescreening candidates, reviewing resumes, face-to-face interviews and conducting comprehensive searches in order to meet company and candidate career needs.
- Interfacing with hiring managers, including the executive team, to develop sourcing and interview strategies, job descriptions, and compensation offers.

It went way back in time but still had very few achievements for a strong impact!

11/4/2013 TO 1/2014

Company Two

Englewood Cliffs, NJ

RECRUITER

- Find, analyze and place highly qualified candidates in hard to fill, executive positions mostly in the technology sector.
- Responsibilities include prescreening candidates, reviewing resumes, face-to-face interviews and conducting comprehensive searches in order to meet company and candidate career needs.
- Interfacing with hiring managers, including the executive team, to develop sourcing and interview strategies, job descriptions, and compensation offers.

7/1/2013 TO 11/4/2013

Company Three

Voorhees, NJ

SALES AND SERVICE ASSOCIATE

- Sell music books and store supplies to various types of accounts while maintaining service standards to create a long term customer relationships.
- Generated 8 new accounts in 2 months through cold calling, online leads and store cold call visits.
- Primary service contact for over 100 accounts.
- Ensure customer deliveries arrive on time, order was accurately filled, follow up on billing and make sure customer is overall satisfied with their experience to try and retain their business.

3/1/2010 TO 6/30/2013

Company Four

South Plainfield, NJ

SALES AND STOCK ASSOCIATE

- Sold over 42 accounts through various cold call methods.
- Responsible for maintaining customer satisfaction and triage service issues to help retain customers.
- Receive all inventory shipments and ensure delivery was adequately filled.
- Stock and maintain organizational standards of the warehouse.
- Pack and ship customer orders while verifying the billing is accurate.

10/1/2008 TO 2/20/2010

Company Five

Staten Island, NY

QUALITY CONTROL

- Ensure the assembly of corrugated products was completed to company standards.
- Verify orders were filled in its entirety before they are shipped to the customer.
- Validate accuracy of the billing statement.

5/1/2006 TO 9/1/2008

Company Six

Paramus, NJ

SALES ASSOCIATE

- Advised customers and sold them cell phone service.
- Created a positive customer experience while listening to their wireless phone needs.
- Helped fix basic phone issue and also set up new phone accounts.

EDUCATION

2005-2008

MONTCLAIR STATE UNIVERSITY

Montclair, NJ

- Studies focused on business administration.

REFERENCES

References are available on request.