

# LAURIE LANE

SALES &  
MARKETING  
PROFESSIONAL

## CONTACT

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## ABOUT

I'm a highly driven sales & marketing professional. I strive to be the top performer and have learned consistency. I quickly exceed goals by focusing on how to relate and direct the customer through the sales process while marketing the product and brand. As a manager, I enjoy motivating my team to achieve success by going above and beyond to break personal records.

## EDUCATION

### BACHELOR OF ARTS

ECKERD COLLEGE | 2014

GPA: 3.85 - HIGH HONORS

AWARDED THE EXCELLENCE IN  
ENVIRONMENTAL STUDIES AWARD

## AWARDS

### SUMMER SIZZLE CONTEST

RENEWAL BY ANDERSEN

JULY 2019

### BEST RECRUITING MANAGER

BLUE RAVEN SOLAR

MAY 2018

### EXCELLENCE IN ENVIRONMENTAL STUDIES

ECKERD COLLEGE

MAY 2014

### BEST SERVICE CLUB OF THE YEAR

ECKERD COLLEGE

MAY 2012

## EXPERIENCE

**ENTERPRISE SALES MANAGER - UNITED STATES TERRITORY**  
MAGICPLAN | FEB 2021 - PRESENT

- Exceed the United States sales quota through relationship building with contractors, interior designers, real estate investors, and restoration professionals and by demonstrating the magicplan app.
- 2nd highest performing sales manager on the team.
- Build outbound sequences and outreach campaigns in HubSpot and Apollo.
- Manage a team of 3 Sales Development Representatives on inbound and outbound appointment-setting strategies.
- Give demos to prospective buyers via Zoom.
- Biggest deal closed to date: 500 software licenses.
- Attend trade shows and networking events to drive sales.
- Mentor SDR team through training sessions, and creating call scripts.
- Manage the Eastern territory office budget.
- Developed SDR department and tailoring sales processes.
- Travel to trade shows and conferences to expand and cultivate new connections in each targeted industry.
- Travel and present in front of leadership teams that are prospective clients in order to gain trust and credibility.

**MARKETING MANAGER & INSIDE SALES CENTER MANAGER**  
RENEWAL BY ANDERSEN | JAN 2019 - PRESENT

- Generated \$4.1 million in revenue with my marketing strategies
- Managed a team of 17+ marketing representatives; now I manage a team of 14 inside sales agents and 1 supervisor
- Developed and grew a new department within the company in less than 6 months during the COVID-19 pandemic
- Oversees spend, \$45k/month budget, overhead, and wages
- Maintains a cost of marketing between 6-13%
- Analyzes marketing reports to find trends & creating Excel spreadsheets
- Trains new hires to build rapport with potential customers and how to close / set an appointment
- Writes marketing materials and copy for designated direct mail marketing campaigns
- Collaborates with a graphic designer in creating designated marketing pieces
- Increases appointment setting productivity month over month
- Leads weekly department meetings and presents at monthly Executive Manager's meeting
- Guides department to set enough appointments to generate \$3 million in sales each month

**REAL ESTATE AGENT / BUSINESS MARKETING STRATEGIST**  
STELLAR REALTY NW | APRIL 2018 - SEPTEMBER 2020

- Sold \$1.5M in real estate in my first year, \$6.4M total.
- Negotiated the price of a house down from \$48,000 of its list price on two separate occasions
- Converted For Sale By Owners into trusted clients
- Wrote and designed original content for client to educate them on buying and selling a house
- Created Facebook ads to generate leads and successfully sold a house to a client from a campaign with a \$50/day budget
- Guided first-time home buyers and sellers through the home buying and selling process
- Praised by clients for my prompt responses to complex questions and consistent communication throughout the transaction and after
- Given 5 star reviews for the exceptional service I provided

# LAURIE LANE

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## SKILLS

- Consultative sales technique
- Content creation marketing
- Designing and developing original content
- Cold calling leads and converting them into quality prospects
- Creating Facebook ads & social media campaigns
- Launching email marketing campaigns
- Managing sales marketing teams
- Performance management skills
- Excellent verbal and written communication
- Goal-oriented and driven
- Problem resolution
- Negotiating contracts
- Meeting deadlines by taking lead in project management & delegation
- Languages; HTML, CSS, French

## FUN FACTS

- I have lived in 4 different states and 2 other countries
- I spent a summer biking over 1,000 miles from New Orleans, LA to Dallas, TX while doing community service with a non-profit organization
- Singing and playing guitar has been a hobby of mine and I have played at too many open mics all over the country
- I actively invest in real estate and was a contestant on Grant Cardone's "The Real Estate King" show, soon to be aired in 2024.

## EXPERIENCE (CONTINUED)

### TERRITORY FIELD MANAGER

BLUE RAVEN SOLAR | AUG 2017 - DEC 2018

- Started as an appointment setter. Became #1 in the company after 2nd month. Moved up to Field Manager and then Territory Manager.
- Ran an appointment setting team in Vancouver, WA. Had the highest pitch percentage out of all other teams in 7 states
- Started the first-ever summer program in the company that scaled hiring and created retention on the team. Won award for best recruitment strategies
- Developed new hire training class and participated in training new hires on the field
- Led weekly team meetings and taught lead generation and sales skills
- Trained several new hires, 2 of the new hires I taught won 1st and 2nd place in the company-wide spring challenge in March-April 2018
- Qualified and participated in every national sales tournament that took place. Won incentives to go on company trips

### DIGITAL MARKETING MANAGER

BAJA WINERY TOURS/FREELANCE | MAY 2015 - JULY 2017

- Hired to double the growth in the web traffic & double the amount of sales.
- Doubled revenue & page views in less than 6 months from 8,000 to 16,000
- Tracked website traffic and other reports using Google Analytics
- Created original content on website blog & social media platforms
- Used SEO techniques & utilized keywords to position articles in the 1st and 2nd places on Google search page
- Made layout changes using HTML, CSS, JavaScript, and PHP and corrected broken code on SquareSpace and WordPress websites
- Managed Facebook and Instagram social media platforms
- Captured email addresses on the website through CTAs and created a monthly newsletter with a bi-weekly offer using MailChimp
- Used Google AdWords
- Designed a website so well for my first client, he referred me to my second client
- Wrote copy write and created original blog pieces for clients that have been published on sites around the world

### BUSINESS DEVELOPMENT ASSOCIATE

LEANPATH | MAY 2014 - APRIL 2015

- Started as an International Marketing Research intern working remotely, then promoted to Business Development Associate and relocated to Portland, Oregon
- Scheduled appointments with companies in France by translating prospect emails in French
- Wrote blog articles on the company website about food waste initiatives around the world
- Researched companies and potential business partnerships in 8 different countries
- Filled Sale Managers pipelines by scheduling GoToMeeting demos and webinars through cold calling 80+ B2B prospects a day.
- Scheduled online demos to demonstrate SaaS software product
- Developed a partnership with a local coffee shop to test a new product in order to build a case study around it
- Learned how to give demo presentations, pitched to potential clients, and created sales contracts