

# Corey J. Root

Email: corey.j.root@gmail.com | Phone: (814)553-4175

1737 Cy Ct Vienna, VA 22128

## WORK EXPERIENCE

### **memoryBlue**

*Sales Development Representative*

Tysons Corner, VA

July 2017 – Present

- Achieved 102% sales quota in past 7 months of tenure
  - Exceeded June quota at 167%, finishing 2<sup>nd</sup> in the VA office (60+ SDRs) and 4<sup>th</sup> company-wide (100+ SDRs)
- Sourced six-figure closed deal with Qualcomm for content marketing SaaS client
  - Several other opportunities set and progressed to final stages of sales cycle with Fortune 1000 companies, including ADP, Oppenheimer Funds, Mastercard, J&J, and John Hancock
- Qualified for President's Club Top's Trip
- Retained content marketing SaaS client for more than double the company's average client tenure
  - Trusted to take on additional responsibilities by client after outperforming all SDRs on campaign
- Maintain lifetime sales meeting hold rate of 81%, placing in top 7% of 100+ SDRs company-wide
- Sourced two pilot contracts for VC-backed recruiting software startup within first month of outreach
- Led office-wide presentation and training on Spin-Selling technique

### **Tailored Marketing**

*Marketing Intern*

Pittsburgh, PA

January 2017 – April 2017

- Formulated and pitched creative concepts for advertising campaigns
- Cold-called over 100 travel agencies to understand their interest in receiving brochures

### **Opus Business Consulting**

*Account Management Intern*

Pittsburgh, PA

May 2016 – August 2016

- Managed residential territories and devised plan to maximize results selling Verizon Fios D2D
- Promoted from entry level sales to Team Leader in a third of the time expected
- Received award for being only intern in 2016 summer to complete the 12-week requirements
- Completed full cycle sales process, from prospecting to closing
- Trained and developed entry level sales associates in the field and office

## EDUCATION

### **University of Pittsburgh, College of Business Administration**

Bachelor of Science in Business Administration

Majors: Marketing & Human Resource Management

Pittsburgh, PA

April 2017

GPA: 3.5

## SALES TRAINING AND SKILLS

Salesforce

DialSource

Outreach.io

SalesLoft

Sandler Training

Costigan Training

SalesBuzz Training

memoryBlue NewHire Training

LinkedIn Sales Navigator

ZoomInfo

Mail Merge

Streak CRM