

# Joseph Paul Seaman

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## EXPERIENCE

### Sales Director, *Madison Logic* | Austin, TX | December 2020 - Present

#### Accomplishments

- Won Newcomer of the Year (New Business Revenue, 2021)
- Generated and closed \$1,400,000+ in bookings in the year of joining the team
- Developed an account from being a non-spender into being one of the top 50 accounts within 12 months

#### Responsibilities

- ☐ Leverage intent, technographic and firmographic data to build ABM campaigns for Enterprise B2B clients.
- ☐ Build, grow and manage a pipeline of Enterprise B2B brands.
- ☐ Oversee CRM, MAP and LinkedIn integrations to help grow client partnerships

### Senior Account Executive & Account Manager, *The Hustle Media Co.* | Austin, TX | August 2019 - November 2020

#### Accomplishments

- Generated and closed \$800,000+ in bookings in the first five months of joining the team
- Closed the biggest deal in The Hustle history (\$500,000)
- Consistently the highest performer for amount of activity out of entire US Sales office with eight+ demos per week

#### Responsibilities

- ☐ Manage the delivery of client campaigns from start to finish, including coordinating teams internally
- ☐ Create revenue opportunities with 100% new brands through personal network (40%) and cold outreach (60%)
- ☐ Build, grow and manage a pipeline of B2C and B2B brands, connecting them to 1.1 million email subscribers

### Senior Account Executive & Account Manager, *Hello Soda, Inc.* | Austin, TX | November 2018 - August 2019

#### Accomplishments

- Generated the highest amount of revenue in the US (2019) and the first in the company to sell into sports Marketing teams
- Consistently the highest performer for amount of activity out of entire US Sales office with five+ demos per week
- Calculated and implemented client ROI model for internal Sales team consisting of estimated transaction losses and gains

#### Responsibilities

- ☐ Manage the delivery of client campaigns from start to finish, including coordinating teams internally
- ☐ Build, grow and manage a pipeline of accounts of sports, banking, alternative lending and airline industries, utilising Salesforce
- ☐ Travel regularly to various US cities and local Austin offices to meet with \$50,000+ per transaction spending clients in person
- ☐ Inform the internal Marketing and Demand Generation teams on building content for generating qualified leads

### Senior Media Sales Account Executive, *Spiceworks* | Austin, TX | July 2015 - April 2018

#### Accomplishments

- Achieved 157% of Q1 quota (January - March 2018) and 50% of 2018 annual quota by April 2018
- Achieved 125% attainment of original 2017 annual quota and invited to high performers annual reward vacation
- Achieved 130% attainment of original 2016 annual quota and invited to high performers annual reward vacation
- Achieved 260% attainment of 2015 quota within 3 months of 9-Month Associate Training Programme, resulting in early promotion

#### Responsibilities

- ☐ Built, grew, and managed a pipeline of Enterprise (25%) and SMB accounts (75%), utilising Salesforce
- ☐ Mentored new sales representatives to assist in meeting quota, managing time, and presenting to clients
- ☐ Created 15+ new customer opportunities per month via cold email and phone calls, and regularly set up product demos
- ☐ Customized PowerPoint Presentations and product demonstrations for each account, based on individual needs

### Self-Funded Athlete Aiming to Compete in 2024 Olympics on U.S. Rowing Team | Austin, TX & Guildford, Surrey, UK | 2011 - Present

#### Accomplishments

- Third fastest rower in Texas (Southwest Ergometer Championships 2015, 2016)
- Four-time National Champion and five international appearances for Great Britain in Flat-Water Sprint Canoeing (2008-2013)
- Gross income of \$3,200 per month and 30+ customers after three months of starting personal training business (2014)

#### Responsibilities

- ☐ Balance professional commitments with personal training plan consisting of 2-hour training sessions daily, 6 days per week
- ☐ Brand Ambassador for EPIC Bar and sponsored athlete by Onnit Academy, as a leader in the National community of rowing
- ☐ Created business, *JoePro Fitness*, to financially support Olympic ambition (2012-2014)

## EDUCATION

### Nottingham Trent University | Nottingham, Nottinghamshire, UK | 2008-2011

Bachelor of Science, Management & Sports Science