

BENJAMIN DAVIS

Entry-Level Sales

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📍 Bloomington, IN

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PROJECTS

SalesStrategy

Team Researcher

📅 2022

- Trained the new sales team weekly on the use of HubSpot CRM, improving their proficiency by 29% and reducing administrative tasks by 11%.
- Monitored the performance of experimental email marketing campaigns through Google Analytics, achieving a 4.9% increase in email click rates in each new campaign.
- Helped the marketing leader to create content that aligned with the project's aim, generating 179+ new leads per month through inbound marketing efforts.
- Researched the latest sales trends to help the content team write a sales playbook, **improving the revenue generation rate by 27%.**
- Tracked the performance of all Prezi presentations to find content gaps and optimize content accordingly, increasing viewer engagement by 16%.

EConsumerBehavior

Project Lead

📅 2021

- Managed a budget of \$131,586 for the project, ensuring all teams were adequately funded while maintaining 3.9% cost savings each month.
- Designed 22+ survey forms to collect consumer data, creating a dataset of 11, 893+ responses that provided actionable insights into online shopping preferences.
- Used Buffer to schedule social media posts, growing the project's online visibility and engagement by 31%.
- Solely authored and published 13 eCommerce-related guest posts on leading platforms like Shopify, WooCommerce, and Magento, driving 14,092+ page views on the project's main website.
- Led a team of 6 data analysts to perform predictive modeling and offer multiple payment/shipping options at checkout which **reduced cart abandonment rates for local eCommerce brands by 24.1%.**

CAREER OBJECTIVE

Sales enthusiast with past project experience in sales and e-commerce ready to contribute to SmallBox's unique sales strategies. Aiming to expand the agency's market presence and achieve its mission of delivering data-driven solutions to its clients.

EDUCATION

Bachelor of Science
Business, Sales, and Marketing
**Indiana University Kelley
School of Business**

📅 2020 - current

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SKILLS

- HubSpot CRM
- Gmail
- Google Analytics
- ZoomInfo
- Prezi
- Buffer