





MATTHEW BROWN

Sales Consultant

CONTACT

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Indianapolis, IN 
[LinkedIn](#) 

EDUCATION

Bachelor of Science
Sales and Business
Indiana University
2009 - 2013
Bloomington, IN

SKILLS

HubSpot CRM
Highspot
Constant Contact
Microsoft Teams
Microsoft Power BI
PandaDoc
Adobe Sign
ZoomInfo
Lessonly

WORK EXPERIENCE

Sales Consultant

Defenders

2019 - current / Indianapolis, IN

- Streamlined the sales proposal process by efficiently using PandaDoc which reduced the time needed to draft, send, and get approvals by 46%.
- Monitored customer journey stages in real-time through the HubSpot CRM, improving lead nurturing strategies by 21%.
- Analyzed buyer interaction metrics in Highspot to identify high-performing sales assets, **optimizing 78% of sales content based on engagement data.**
- Designed custom training modules on Lessonly to address challenges faced by the junior sales team, leading to a 23% improvement in handling customer objections.

Inside Sales Specialist

Angie's List

2016 - 2019 / Indianapolis, IN

- Tracked sales KPIs with Microsoft Power BI, assisting in regularly meeting and exceeding individual sales targets by 17%.
- Customized lead scoring models based on data insights from ZoomInfo, allowing the sales team to prioritize high-potential leads improving target campaigns for them by 23%.
- Oversaw a pipeline of 159+ prospects using Adobe Sign to secure 48+ contracts, surpassing the team's monthly goals by 11%.
- Implemented strategic negotiation skills to close deals with 32+ high-value clients, **securing contracts that increased revenue by 26%.**

Customer Service Representative

Delta Faucet Company

2013 - 2016 / Indianapolis, IN

- Managed an average of 146+ incoming calls daily, ensuring customers received prompt responses which contributed to a call drop rate of less than 1.3%.
- Resolved 96% of customer complaints within the first call, offering effective alternatives as needed and regular follow-ups, improving service delivery by 38%.
- **Outperformed the call handling and resolution quotas by 27%** with the help of Microsoft Teams for efficient collaboration and quickly accessing details.
- Used Constant Contact as the primary CRM tool to ensure all customer interactions were prompt and personalized, leading to a 29% boost in repeat business.