

# ASHER BLACKWELL

*Tech Sales Executive*

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☎ (123) 456-7890

📍 Atlanta, GA

🌐 [LinkedIn](#)

## EDUCATION

Bachelor of Science  
Industrial Engineering  
Georgia Institute of  
Technology

📅 2010 - 2014

📍 Atlanta, GA

## SKILLS

- HubSpot CRM
- Seismic
- Microsoft Teams
- Canva
- Outreach.io
- Power BI
- Hootsuite
- Chorus.ai

## WORK EXPERIENCE

### Tech Sales Executive

#### Coca-Cola

📅 2020 - current      📍 Atlanta, GA

- Implemented HubSpot CRM to streamline lead management, resulting in a 29% increase in lead conversion rates.
- Utilized Seismic for sales content management, which led to a 17% improvement in sales collateral quality.
- Collaborated with cross-functional teams through Microsoft Teams that resulted in a **19% reduction in project turnaround time.**
- Created visually appealing marketing materials using Canva, contributing to a 12% increase in brand visibility.

### Business Development Representative

#### UPS

📅 2017 - 2020      📍 Atlanta, GA

- Used Power BI for data analysis, leading to a 26% improvement in customer targeting and acquisition.
- Managed social media campaigns using Hootsuite, resulting in a 31% increase in social engagement.
- Cooperated with the marketing team to refine lead generation strategies, which resulted in a **34% increase in qualified leads.**
- Improved outbound sales campaigns with Outreach.io and resulted into a 12% increase in outreach success rates.

### Marketing Assistant

#### The Home Depot

📅 2014 - 2017      📍 Atlanta, GA

- Supported marketing campaigns by creating compelling content using Canva, leading to a 33% increase in customer engagement.
- Assisted in the management of social media platforms through Hootsuite that resulted in a 17% growth in followers.
- Conducted market research and analyzed data using Power BI, contributing to a **16% increase in market share.**
- Coordinated marketing events and promotions, resulting in a 19% boost in foot traffic.