

PATRICK SALAZAR
Cell | 801-458-0165
Email | patricksalazar1@gmail.com

OBJECTIVE	Expert in Leadership, Sales, Marketing, and Advertising within several verticals and channels; proven Sales / Partner manager with 4+ years of success meeting and exceeding quotas for digital advertising companies. Pivotal leader in the 580% growth and creation of Pinterest SMB. Looking for an opportunity where I can exercise my leadership and sales attributes. Ideally, working in an environment that will allow me to implement best practices, help pave the way for future operation processes, and be a positive, motivating influence on my teammates around me.
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SUMMARY OF QUALIFICATIONS	<ul style="list-style-type: none">• 5+ years of exceeding digital advertising quotas• Sales Management experience driving +\$5M in ad revenue• at Uber sales team drove \$12.5M in gross bookings• Finished top 2 in Closed Wons H2 19 in Central US - Uber• Pivotal role in delivering over +\$30M in revenue for Pinterest SMB• Helped create the Pinterest SMB organization• Received culture award at Uber
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EXPERIENCE	<p>Uber, Austin TX Feb, 2019 to Present Sales Manager</p> <ul style="list-style-type: none">• Exceeded monthly quotas : H1 - 103% H2 - 129% FY19 116%• Developed and implemented email cadence in Groove - increased our reply rate by ~3%• Managed a team of 10+ Account Executives and Account Representatives• Hoopla admin for US&CAN sales org - trainings, licensing, organization of content• Led the Central US in Forecasting efficiency ~100% <p>Pinterest, Ogden UT May, 2017 to Feb, 2019 Sales Manager</p> <ul style="list-style-type: none">• Developed and implemented intent strategy for holistic approach within Pinterest SMB Organization• Managed a team of 10+ Account Managers and Partner Managers• Exceeding quarterly revenue targets: 120% quota attainment• Implemented tools across entire SMB Org: Gong.io, outreach.io, Salesforce <p>Pinterest, Ogden UT Nov, 2016 to May, 2017 Partner Manager</p> <ul style="list-style-type: none">• Ranked in the 1% of SMB, exceeding quota by 400%• Identify, recruit and onboard new Pinterest advertisers• Use an analytical approach to solve advertisers toughest business problems• Train and educate advertisers on the Pinterest solution including how to create and optimize campaigns• Manage advertisers through the entire sales process from prospecting to activation <p>AdRoll, Salt Lake City UT Apr, 2014 to Nov, 2016 Account Development Representative</p> <ul style="list-style-type: none">• Converted SMB+ pilot for AdRoll allowing all reps to access higher quality leads within SMB• Trained team on Account management, Google analytics, Outreach.io, Salesforce, and Shopify• Manage accounts: strategize and execute creative, segmentation, and budgets• Engage in high volumes of outbound sales calls and emails to potential prospects• Nurture leads from prospecting, negotiation, and close
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EDUCATION	B.A. Professional Sales
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SOFTWARE PROFICIENCY

Google Suite, MS Suite, Salesforce, Evernote, SimilarWebPro
AdRoll, Pinterest, Facebook, Tableau, Concur, Workday, Gong.io,
Chorus.ai, Groove, Outreach.io, Hoopla

REFERENCES

Uber, Pinterest, AdRoll available upon request