



## Jennifer Mullin

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Denver, CO, 80205

## SUMMARY

Innovative problem solver. Seeking to kick-start a career in full-stack web development. I am currently a seasoned Sales Professional bringing 5+ years of progressive career history leveraging industry and market trends to shape consultative approaches, customize valuable solutions and drive business growth. Skilled at building key partnerships and customer relationships and employing competitive intelligence to capitalize on business opportunities.

## SKILLS

- Full-stack development (Proficient in HTML, CSS, JavaScript and NodeJS)
- Business-to-business background
- Relationship selling
- Prospecting and networking skills
- Client account management
- Excellent problem solving skills
- Strong collaborative skills
- Oral and written communications
- Time management ability

## EXPERIENCE

### Strategic Business Development Representative

Franklin, ME

Interactions LLC/ Oct 2017 to Current

- Developed highly empathetic client relationships and earned reputation for exceeding corporate goals.
- Strategized approaches to meet objectives and capitalize on emerging opportunities.
- Developed clientele by networking to find new customers and generate lists of prospective clients.
- Created and improved business pipeline using cold and warm techniques.
- Set up potential client contacts, cultivated relationships and followed through on service needs.
- Oversaw and mentored business development personnel to optimize performance.

### Sales Development - Team Lead

Providence, RI

Virgin Pulse/ Dec 2016 to Oct 2017

- Built out the Sales Development team in the Providence, RI location which consisted of 6 full-time Sales Development Representatives
- Interviewed, hired and on-boarded all 6 SDR's through a home grown self-administered training program.
- Developed key performance metrics and targets to help direct reports focus on maximizing performance and achieve monthly/yearly goals.
- Partnered with marketing team to align sales strategy with brand messaging across all communication channels.

### Sales Development Representative

Framingham, MA

Virgin Pulse/ Mar 2015 to Dec 2016

- Qualified incoming inquiries generated through web and marketing campaign leads
- Sourced new leads through cold calling and online research

- Educated leads/contacts regarding varying Virgin Pulse solutions including key features and capabilities based on prospect's needs
- Consistently logged lead, contact, account and qualification in Salesforce.com
- Worked with Account Executives to gain insight into individual territory/establish lead generation priorities and methods

### **Distribution Channel Manager**

Framingham, MA

Virgin Pulse/ May 2014 to Mar 2015

- Implemented Virgin Pulse program for assigned distributor accounts and served as an expert on operational aspects of all Virgin Pulse programs and solutions
- Effectively communicated product roadmap and engagement solutions to distributors in order to keep them informed and up to speed regarding the Virgin Pulse product
- Worked with marketing to develop promotions and competitions for distributor accounts to encourage program participation
- Generated potential up-sell opportunities within each account and worked internally to promote the growth of the Virgin Pulse distribution partnership

### **Product Specialist**

East Greenwich, RI

Provant/ Sep 2011 to May 2014

- Assisted with Portal Product Website by developing layout, producing content, and running analytics.
- Provided functional and technical expertise to support complex and cross-area customer requests
- Provided consultancy services for enhanced usage of the product, pre-during and post integration
- Acted as Portal Liaison/Subject Matter Expert to other departments for clients
- Assisted in the ongoing improvement and documentation of key Portal processes and procedures

## **EDUCATION AND TRAINING**

### **DU Coding Bootcamp: Full-Stack Web Development**

University of Denver Expected in Jun 2020

Denver, CO

### **Bachelor of Science: Psychology**

University of Vermont May 2009

Burlington, VT

## **PORTFOLIO**

- <https://jeml41287.github.io/>