

John Bateman



SUMMARY

- Tech-savvy and goal-oriented Sales & Account Manager with 4+ years of experience driving B2B revenue growth through strategic sales of SaaS and cloud-based solutions.
- Skilled in managing the full sales lifecycle—from prospecting and technical discovery to closing and onboarding—within high-velocity, consultative selling environments.
- Skilled at targeting E-commerce executives for a tech platform — involved in high-volume outreach, pipeline management via Salesforce and HubSpot.
- Helped build sales outreach from scratch, sourced 4,000 prospects, added \$50K–\$5M deals to the pipeline.
- Adept at delivering product demos, negotiating contracts, and aligning technical solutions with client needs across various industries, including logistics and compliance.
- Proven ability to work cross-functionally with engineering, product, and customer success teams to ensure seamless implementation and client satisfaction.
- Strong understanding of technical platforms, CRM systems like HubSpot, SalesForce, ZoomInfo, and compliance-related software, with a passion for helping clients leverage technology to improve operational efficiency.

WORK EXPERIENCE

Remix Logistics

July 2024 – February 2025

Sr. Account Manager/ Account Executive

Remote, US

(affected by mass layoffs)

- Worked directly with the CEO to build the company's sales outreach process from the ground up resulting in 4,000 prospects sourced for the company CRM, adding 30+ (\$50k-\$5M) deals to pipeline, leading to a 50% increase in client acquisition.
- Spear-headed the prospecting strategy, starting from zero to sourcing 100-200 mid-size to enterprise-level leads per week via ZoomInfo and StoreLeads. Built and executed multi-channel outreach (Email, LinkedIn, Social Media), created our cold-call pitch, and developed segmented email sequences through HubSpot CRM.
- Booked discovery calls with our ICP, covering their operations process, SKU catalog, product dimensions, and packaging processes.
- Used Shopify order exports to calculate tailored monthly proposals for fulfillment, storage, and shipping.
- Closed and onboarded another 50% of accounts to our client base, securing our third-largest client account. Increasing annual revenue by 30%.
- Led client onboarding, drafting Terms of Service and pricing agreements, integration to Ecommerce channels (Shopify, Amazon, etc.), hosting demos of our client portal ShipHero, adding SKUs/building kits, and managing the Freight to receive client inventory. (ShipHero, a cloud-based WMS and client portal)
- Managed 5-10 high-volume client accounts, hosting weekly strategy meetings, overseeing packaging and fulfillment projects, drafting inventory forecasting reports, proactively solving operational challenges through ShipHero and communication with the Operations Director to ensure client retention and satisfaction.

ShipMonk

November 2022 - July 2024

Logistics/ WMS Software Sales Representative

Fort Lauderdale, FL

(No growth opportunities due to budget constraints)

- Managed a pipeline of 100 new prospects across varying business scales from start-ups to enterprise level accounts each week.
- Initiate and nurture relationships through cold/warm calls and emails, leading to scheduled meetings.
- Sold ShipMonk's **cloud-based logistics and WMS software** to e-commerce companies.
- Conducted an average of 25-30 meetings a week to understand the prospects e-commerce business, products, fulfillment needs and to decide if we are a good fit.
- Consulted with prospects and answered any technical and operational inquiries regarding our logistics solution as well as establishing rapport and trust.
- Scheduled prospects for a custom quote and operations/software demo with a Fulfillment Consultant, leading to an 85% increase in conversion of qualified prospects or "SQLs".

SKEEPERS

January 2022 – November 2022

Senior Sales Development Representative

Fort Lauderdale, FL

(Affected by layoffs due to budget cuts)

- SKEEPERS is a SaaS platform providing customer experience and user-generated content solutions
- Utilized LinkedIn, ZoomInfo, and SimilarWeb for prospecting leads targeting E-Commerce managers to C-level executives.
- Created and managed a pipeline on Salesforce of over 2,000+ qualified prospects from different verticals.
- Conducted over 50-100 cold calls daily to sourced, qualified leads.

- Created and executed targeted email marketing campaigns to over 4,000+ prospects on HubSpot.
- Booked an average of 5-10 demos per week for our account executive and VP of Sales, reaching 100-200% of quota quarterly.

Adler Social

Account Executive

(no growth opportunities and paid minimum wage)

- Conducted 150+ cold calls daily to SMB businesses with brick-and-mortar stores.
- Scheduled an average of 25 meetings a week directly with business owners from different verticals such as restaurants, salons, trades, and mechanic shops.
- Conducted thorough demos, building rapport, and identifying the leads pain points.
- Utilized the SPIN selling method to close the deal and have the lead pay on the spot for our Social Media Management service.
- Sold Social Media Management SaaS services to small and medium-sized businesses (SMBs).
- Exceeded monthly quota by 40% on average, consistently outperforming targets.

January 2021 – November 2021

Fort Lauderdale, FL

EDUCATION

Broward College

Associates Degree in General Business

June 2019

Coconut Creek, FL

SKILLS

- **Bilingual (English/Spanish)**
- ShipHero, HubSpot, Salesforce, ZoomInfo, Zoho CRM, StoreLeads, Cold-calling, Email sequencing, Account Management