

## SUMMARY

Strategic SaaS Sales and Content Marketing professional with 14+ years of experience spanning B2B sales, CRM optimization, and brand storytelling. Drove \$200K+ in revenue through high-ticket SaaS deals and content-led growth. Entrepreneurial leader with deep knowledge of AI-powered tools and a proven track record of cross-functional success.

## PROFESSIONAL EXPERIENCE

**Amplify AI** **Remote**  
*Senior SaaS Sales & Content Marketing Strategist* **Jan 2023 - Present**

- Closed 25+ B2B SaaS deals in 6 months across verticals like professional services, beauty, hospitality, e-commerce, & more generating \$125,000+ by leading strategic outreach & crafting content that converts.
- Ranked #1 of 7 on the sales team every year, exceeding quota (100%–113%) and managing dual pipelines of \$5K–\$10K ACV and \$60K–\$70K ACV accounts.
- Led content strategy for onboarding and lifecycle marketing, producing video content and collateral that drove a \$50K+ team revenue lift and boosted adoption across CRM workflows.

**Fidelity Investments** **Atlanta, GA**  
*Financial Services Representative* **March 2024 - June 2024**

- Delivered high-level financial support, increasing client satisfaction and consistently meeting service benchmarks across remote and in-person roles.
- Participated in FINRA SIE, Series 7, & 66 licensing training, gaining comprehensive knowledge of financial products, regulatory compliance, and investment strategy to support informed client conversations.
- Identified client needs and offered personalized financial solutions, contributing to Fidelity's industry-leading client service standards.

**Sanjika Studios** **Atlanta, GA**  
*Creative Sales & Brand Partnerships Intern* **August 2018 - December 2022**

- Closed \$250K+ in partnerships with Mercedes-Benz, Marriott, and more by developing branded pitch strategies and collaborating with sales to align content and outreach.
- Launched paid and organic digital campaigns that doubled site traffic and increased engagement by 53%, driving \$95K+ in online revenue through A/B-tested content.
- Led CRM optimization and team training for client success, generating \$55K+ in repeat business and mentoring junior staff on account management, social media, and customer retention.

**Jordan's Cookies** **Atlanta, GA**  
*Founder, CEO & Chief Cookie Creator* **March 2008 - present**

- Built and scaled a gourmet cookie brand from age 8, achieving a 38% lead-to-close rate, surpassing B2C sales targets by 27%, and closing B2B deals with FedEx, ReMax, Saks, and more.
- Managed e-commerce operations, paid media, and client events, integrating Shopify and CRM automation to boost fulfillment speed and drive retention.
- Delivered 50+ public talks to 50,000+ people, enhancing brand loyalty and recognition while using revenue to fund education and fuel growth.

## EDUCATION

**GEORGIA INSTITUTE OF TECHNOLOGY** **Atlanta, GA**  
*Bachelor of Science in Business Administration* **December 2022**  
 Concentration in Finance, Minor in Spanish, Dean's List for 6 semesters

## SKILLS

SaaS Sales Strategy · Full-Cycle Sales · Account Management · Revenue Growth · High-Value Deal Closing · Content Marketing · Lifecycle Marketing · Paid Media · A/B Testing · Storytelling · Salesforce · GoHighLevel ·

## ADDITIONAL INFORMATION

**Languages:** English (Native), Spanish (Advanced/Proficient)

**Awards/Activities:** 1st Place Winner, DECA International Conference – Business Growth Plan, Teen Entrepreneur of the Year, Gwinnett County, GA, Featured Keynote Speaker, INK & University of Wyoming Entrepreneurship Summit