

# Logan Edwards

2800 Cole Avenue, Dallas, TX, 75204  
318-290-9997 | [loganedwards137@gmail.com](mailto:loganedwards137@gmail.com)

---

## Education

**Arkansas Tech University- Russellville, AR.**

**August 2014 – May 2018**

- Major – Bachelors of English Language
- Minor – Creative Writing
- Athletics – NCAA Division I Cross Country and Track and Field

---

## Work Experience

**Account Executive/Media and Marketing, Making It Media**

**Dec 2023 - Present**

- Established a strong sales skill set and a proven track record of maintaining quota exceeding numbers
- Working closely with the head of Business Development to pitch & execute Production Deals and Marketing for a rapidly growing television series.

**Business Development Specialist, Firmatek**

**Sep 2022 - December 2023**

- Responsibilities included curating prospect portfolios through cold outbound efforts: cold calling, email campaigns, scheduled meetings and demos.
- Skill sets included: advanced communication skills, time management, pricing strategy

**Account Executive, NoiseAware**

**March 2022 - Dec 2022**

- Responsible for generating a pipeline of 450 new accounts to implement NoiseAware technology
- Consistently exceeding day to day sales metrics and quota of 600 properties per quarter
- Continuously building and maintaining rapport with clientele leading to further engagements throughout the full sales cycle

**Accelerator Team Account Executive, Darktrace**

**September 2021 - March 2022**

- Delivered world-class technology that protects 5,000 customers worldwide from zero day threats
- Built a pipeline of 250 prospects and stayed on top of prospecting by adding 10 new leads per day
- Generated successful email campaigns, cold calls, and demo presentations of the technology
- Polished communication skills and ability to build strong and lasting work relationships

**Business Development Representative, BirdEye Ind.**

**March 2020 - September 2021**

- Create successful cold calling and email campaigns targeting new prospects
- Meet all key performance metrics and goals on a weekly and monthly basis
- Maintain a quota of three meetings set on a weekly basis while building a fresh pipeline

**Qualified Behavioral Health Professional**

**March 2019 – March 2020**

- Provided clinical interventions to reinforce, practice, and model therapeutic techniques
- Identify and provide crisis services as necessary to clinical needs
- Ensuring confidentiality while building rapport with clients