



Logan Edwards

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PROFESSIONAL SUMMARY

Highly organized and motivated Account Executive with demonstrated track record of building relationships with clients, developing successful sales campaigns, and managing accounts. Skilled in opportunity analysis, problem-solving, and customer service. Experienced in coordinating activities with various departments to achieve strategic objectives.

SKILLS

Progress Reporting

Needs Assessment

Sales Strategies

Cold Calling

Revenue Generation

Pipeline Management

Lead Generation

Campaign Development

WORK HISTORY

ACCOUNT EXECUTIVE - MEDIA AND MARKETING

12/2023 to CURRENT

Making It Media | Dallas, TX

- Exceeded sales targets consistently by identifying new business opportunities and creating customized solutions for clients.
- Worked closely with Director of Business Development to pitch & execute Production Deals and Marketing for rapidly growing television series.
- Developed sales strategies for targeted market growth and increased profitability.

BUSINESS DEVELOPMENT SPECIALIST

09/2022 to 12/2023

Firmatek | Dallas, TX

- Curated prospect portfolios through cold outbound efforts: cold calling, email campaigns, scheduled meetings, and demos.
- Expanded client base by identifying and targeting new business opportunities through market research and analysis.
- Optimized sales funnel management, increasing conversion rates and improving overall customer acquisition strategies.

ACCOUNT EXECUTIVE

03/2022 to 12/2022

NoiseAware | Dallas, TX

- Generated pipeline of 450 new accounts to implement NoiseAware technology.
- Consistently exceeded day-to-day sales metrics and quota of 600 properties per quarter.
- Built and maintained rapport with clientele leading to further engagements

throughout full sales cycle.

ACCOUNT EXECUTIVE - ACCELERATOR TEAM

09/2021 to 03/2022

Darktrace | Dallas, TX

- Delivered world-class technology that protects 5,000 customers worldwide from zero-day threats.
- Built pipeline of 250 prospects while continuously prospecting 10 additional new leads/day.
- Generated successful email campaigns, cold calls, and demo presentations of technology.
- Polished communication skills and ability to build strong and lasting work relationships.

BUSINESS DEVELOPMENT REPRESENTATIVE

03/2019 to 09/2021

BirdEye Ind. | Dallas, TX

- Created successful cold calling and email campaigns targeting new prospects.
- Met all key performance metrics and goals on weekly/monthly basis.
- Maintained quota of three meetings/week while building fresh pipeline.

EDUCATION

Bachelors of English Language

05/2020

Arkansas Tech University, Russellville, AR

Minor: Creative Writing