

Logan Edwards

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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