

Ciera D. Hutson

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Experienced in Sales, Digital Marketing, & Social Media Strategy with a demonstrated history of meeting and exceeding quotas; I am passionate about sales with a proven record of closing deals! Interested in sales enablement and revenue operations and the technology driving the future of B2B sales and marketing.

WORK EXPERIENCE

GoDaddy Inc. 2018-2020

Social Media Advisor (MarTech Sales Consultant/Account Manager)

GoDaddy Inc. (formerly Mainstreet Hub)

Digital Marketing Consultant (Sales Consultant/Account Executive)

- Sourced new contacts and B2B leads for prospecting using advanced search techniques and various tech tools.
- Responsible for full-cycle sales by making a large number of outbound calls to qualify prospects and set up sales demos with Decision Makers across multiple verticals, running daily sales presentations and consultations with prospective clients, answering questions and making recommendations about our product, and closing the sale.
- Consulted SMB Decision Makers to ensure best fit and understanding of our product and made recommendations on various SAAS marketing and other digital solutions.
- Worked with business owners to gain insight into their goals and to come up with solutions to challenges identified during the sales process.
- Cultivated and maintained a pipeline and tracked metrics and KPI's using data to target best opportunities and identify areas for improvement.
- Consistently exceeded monthly quotas performing, on average, in the top 20% of reps company wide.
- Promoted to an elite "sales lab" in under 9 months

Keller Williams. 2016-2018

Sales and Marketing Specialist (Inside Sales/Marketing Associate)

- Responsible for setting up and troubleshooting CRM and integrations.
- Developed lead distribution funnels and policies.
- Responded to all business inquiries online and over the phone.
- Made a large number of outbound cold calls to prospective clients using a triple line auto dialer.
- Designed lead-nurturing email and sms automation campaigns.
- Used a data driven approach to improve email marketing and social media campaign outcomes via targeting, A/B testing, etc.

Phone Animal 2016

Sales Manager (B2B, SAAS)

Inside Sales Representative (Business Development Representative)

- Sourced, recruited, hired, and trained a team of B2B sales development reps for a new start-up B2B SAAS sales program.
- Managed a team of 3 BDRs. Used metrics and KPI's to identify areas for improvement and to identify strengths and worked with reps one-on-one to optimize success.
- Worked directly with the VP of sales to identify emerging markets and prospective accounts/clients.
- Built and maintained a pipeline and responsible for full-cycle sales including qualification, handling objections and answering questions, drafting sales contracts, and closing the deal.
- Made a high volume of contacts via cold outreach, social media, email, etc.
- Promoted from B2C Sales Rep to B2B Sales Manager in under 6 months

ZACH Theatre, 2010- 2012

Sales and Development Representative (Nonprofit Sales/Fundraising)

- Responsible for meeting a bi-monthly quota of theatre subscription sales and monetary donations via warm phone outreach.
- Worked on the Topfer theatre campaign driving a record number of new donations from a phone campaign.

PROJECTS

Catch a Fire

Volunteer 2020-2021:

Digital Marketing Consultant

Volunteer Salesforce Admin

Content- Email Marketing

Full Cycle Sales & Pipeline

Management

Prospecting/Lead Generation

Negotiation

Canva, Adobe XD, Power Automate

Telefundraising

KMFA 89.5

EDUCATION

St. Edward's University

Austin, Tx

PROFICIENCIES

Consultative Sales

B2C, B2B, B2T, SAAS, MarTech

SMM, SMO, SEO, SEM, PPC

Salesforce Admin/Dev

Texas Tech University

Lubbock, Tx