

Jordan A. Ellis | Senior Account Executive | Enterprise SaaS & Strategic Partnerships

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Basics

- Results-driven Senior Account Executive with 8+ years of experience driving revenue growth in enterprise SaaS and technology solutions.
- Consistently exceeded annual quotas by 120%+ through consultative selling, strategic account planning, and C-level relationship building.
- Skilled in full-cycle sales from prospecting to close, with expertise in contract negotiation, pipeline management, and cross-functional collaboration.
- Adept at identifying customer pain points, delivering tailored solutions, and expanding accounts through upsell and cross-sell strategies.

Education

University of Washington

<https://www.washington.edu>

Bachelor, Business Administration, Score: 3.7

Sep 2009–Jun 2013

- Graduated with honors and a concentration in sales and marketing.
- Led a sales case competition team that placed first among 20 teams.
- Completed an internship with a local tech startup, supporting lead generation and market research.

Courses: Principles of Marketing, Organizational Behavior, Financial Accounting, Business Negotiation, Strategic Management, Consumer Behavior

Work

CloudPeak Solutions

<https://www.cloudpeaksolutions.com>

Senior Account Executive

Jan 2021–Present

- Own full-cycle sales process for enterprise accounts, from prospecting to close, generating \$3.5M+ in annual recurring revenue.
- Exceeded annual quota by 125% in 2022 and 118% in 2023, consistently ranking in the top 5% of sales performers.
- Built and maintained strong relationships with C-level executives, resulting in a 40% increase in account expansion.
- Negotiated complex multi-year contracts, improving average deal size by 30% and reducing sales cycle by 15%.

Keywords: Enterprise Sales, SaaS, Quota Attainment, C-Level Relationships

BrightWave Analytics

<https://www.brightwaveanalytics.com>

Account Executive

Mar 2017–Dec 2020

- Managed a portfolio of 50+ mid-market accounts, achieving 110% of quota in 2018 and 2019.
- Developed and executed strategic account plans, resulting in \$1.2M in new business revenue.
- Collaborated with marketing and product teams to align solutions with customer needs and drive retention.

Keywords: Mid-Market Sales, Pipeline Management, Salesforce, Consultative Selling

Nimbus Software

<https://www.nimbussoftware.com>

Business Development Representative

Jul 2014–Feb 2017

- Prospected and qualified 100+ leads per month through outbound calls, emails, and social selling.
- Generated \$800K in qualified pipeline within first year, exceeding target by 130%.
- Supported account executives with research, call preparation, and CRM data management.

Keywords: Lead Generation, Outbound Sales, CRM, Cold Calling

Languages

English: Native or Bilingual Proficiency

Keywords: TOEFL 115

Spanish: Full Professional Proficiency

Keywords: DELE C1

Mandarin: Limited Working Proficiency

Keywords: HSK 3

Skills

Enterprise Sales: Expert

Keywords: Full-Cycle Sales, Quota Attainment, Contract Negotiation, Revenue Growth

Sales Tools & CRM: Advanced

Keywords: Salesforce, HubSpot, Outreach.io, LinkedIn Sales Navigator

Communication & Leadership: Expert **Keywords:** C-Level Presentations, Cross-Functional Collaboration, Team Mentoring, Strategic Planning

Awards

Presidents Club

CloudPeak Solutions

Jan 2023

Recognized as top 5% of sales performers for exceeding annual quota and driving enterprise revenue growth.

Rookie of the Year

BrightWave Analytics

Dec 2018

Awarded for highest new logo acquisition and fastest ramp-up to full quota among new account executives.

Certificates

Certified Sales Professional (CSP)

<https://www.salesmanagement.org/csp>

Sales Management Association

May 2019

Salesforce Certified Administrator

<https://trailhead.salesforce.com/en/credentials/administrator>

Salesforce

Aug 2020

Publications

SalesHacker

<https://www.saleshacker.com/consultative-saas-sales-playbook>

The Consultative SaaS Sales Playbook

Mar 2022

- Article outlining a repeatable framework for consultative selling in SaaS.
- Covers discovery, solution mapping, objection handling, and closing strategies.
- Featured in SalesHacker's top 10 sales articles of 2022.

Projects

Enterprise CRM Migration

<https://www.cloudpeaksolutions.com/case-studies/crm-migration>

Led the migration of legacy CRM to Salesforce for enterprise clients.

Feb 2021–Aug 2021

- Managed cross-functional team of 6 to ensure seamless data migration and user adoption.
- Reduced reporting time by 40% and improved pipeline visibility for sales leadership.
- Delivered training sessions to 200+ users across three business units.

Keywords: CRM Migration, Salesforce, Change Management

Sales Playbook Development

Created a repeatable sales playbook for mid-market segment.

Jan 2019–Jun 2019

- Documented best practices for prospecting, discovery, and objection handling.
- Rolled out playbook to 25 account executives, contributing to a 15% increase in win rate.
- Standardized CRM stages and reporting for improved forecasting accuracy.

Keywords: Sales Playbook, Process Improvement, Training

Interests

Sports: Golf, Tennis, Running

Personal Development: Podcasts, Reading, Public Speaking

Volunteer

Bay Area Sales Mentorship Program

<https://www.bayareasalesmentors.org>

Mentor

Sep 2019–Present

- Mentored junior sales professionals on prospecting, negotiation, and career development.
- Conducted monthly workshops on consultative selling and account management.
- Helped mentees achieve an average 20% increase in quota attainment.