**AIDAN reid**

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+353 877834645

Results-driven Sales and Marketing professional with over a decade experience working in large multinationals and fast-growth startups.

 **Key Strengths and Competencies:**

* Consultative Selling
* Territory/Pipeline Management
* Inbound Marketing
* Account Management
* Sales Training & Development
* Strategic Planning
* Sales Productivity Tools (CRM, Database Marketing)
* Presenting and Negotiating

## Professional ExperiencE

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**MAPOTIC** MAY 2018 – MAY 2019

TECH STARTUP (Freelance | Remote) 1 YEAR 1 MONTH 3 YEARS\*

**Sales Manager**

 Managing a team of 4 reps while engaging new clients in all stages of the sales cycle, generating new business in the US and UK/Ire territories.

 - Creating blueprint for sales strategy for new team (sales collateral, customer profiling)

 - Coaching and onboarding sales reps

 - Driving registrations to product webinars and delivering product demos

**SAS INSTITUTE**  OCT’ 2016 – MAY’ 2018

DATA ANALYTICS SOFTWARE 1 YEAR 9 MONTHS

**Field Account Manager**

Responsible for growing SAS footprint in the Irish market. Controlled entire sales cycle from business development to close in the financial services, media and public-sector verticals.

 - Doubled the number of resident SME ‘logos’ in the space of seven months.

 - Exceeded Q4, Q1, Q2 quotas.

 - Conducted workshops, driving customers and partners – the first of its kind in Ireland for SME’s.

**DIG MARKETING** JULY 2015 – ONGOING

FREELANCE (Self-employed)

 Worked remotely with several clients to improve various aspects of their sales and marketing strategy:

 - Social Media Manager and Content Creator - AUNUA ACADEMY (2018 - ongoing)

* Marketing/Content Creator and Social Media Manager - CLINIVET (2016 - 2017)
* Contributory blogger - ACTIVELYDYING.COM (2015 - 2016)

**HUBSPOT** JULY 2014 – JUNE 2015

MARKETING AUTOMATION SOFTWARE 1 YEAR

**Field Account Manager**

 Help businesses streamline their marketing efforts and prescribe ways to drive more web traffic, convert more visitors to customers and promote their brand. Responsible for full sales cycle from prospecting to closing.

* Owned specific vertical (media and comms) to expand footprint of our marketing solution
* Exceeded Revenue Target in Q3, Q4, Q1
* Month long training with exceptional knowledge of driving revenue growth for businesses and traffic

**SALESFORCE**  MAY 2011 – OCT’ 2013

ENTERPRISE SOFTWARE COMPANY 2 YEARS 6 MONTHS

**Business Development Consultant**

 Source and generate new opportunities in the UK and Irish market with a focus on the Financial Services sector.

* Successfully exceeded target every month (24 consecutive months).
* Winner of multiple monthly campaigns across several product lines FY12 Q3, Q4 + FY13 Q1, Q2.
* Intricate knowledge of Salesforce product portfolio and solution/consultative selling
* Onsite meetings in UK with customers including demos to prospective clients.

**ORACLE CORPORATION** JAN’ 09 – MAY 2010

ENTERPRISE SOFTWARE COMPANY 1 YEAR 5 MONTHS

**Business Development Consultant**

Member of the Oracle inside sales team assigned to Retail, Finance and Manufacturing sector within the UK.

* First year delivered 125% against target of €3Million in new license sales.
* Uncovered some of the largest ever Account Discovery opportunities within the Financial Sector at Oracle UK.
* Consistently delivered minimum of four times pipeline coverage to target.
* Top performer in relation to call volumes within my team. Minimum of 70 calls per day.

**VODAFONE IRELAND** AUG ‘05 – JULY ‘08

TELECOMS COMPANY 3 YEARS

**Account Manager**

Joined Vodafone HQ as a telephone account manager to develop business across Irish Market.

* Cold-calling SME and presenting a telecommunications package that reflected their pattern of use.
* Converted over 800 customers from rival networks to join Vodafone.
* Top monthly sales person 15 out of 24 times.

 **Education** Digital Marketing Institute 2018

 Diploma in Digital Marketing

 Dublin Business School, Ireland 2012

 Diploma in Management Studies

Griffith College, Dublin, Ireland 2001-2004

 Bachelor of Arts Degree, Accounting and Finance

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**OTHER INTERESTS**

I am an Amazon bestseller author of five books. I am a keen traveler, enjoy going to the gym and improving my Spanish.

**PERSONAL DETAILS**

Date of Birth: 10th September 1982

Nationality: Irish

REFERENCES AVAILABLE UPON REQUEST