

CAELAN HUNTRESS

+64 27 575 1345
29A Norton Park Ave
Fairfield, Lower Hutt, 5011
caelan@caelanhuntress.com

Personal Statement

I am a highly productive multi-tasker with 12 years of experience in digital marketing, sales, branding, and business development. Combining my multimedia skills with my sales experience enables me to create visually compelling proposals, and my enthusiastic attitude continuously leads me to creative solutions.

Strengths

SALES MANAGER

Proven track record of coordinating teams and resources to deliver superior commercial outcomes

CLEAR COMMUNICATOR

Excellent interpersonal skills in managing priorities of sales, design and production teams to produce winning submissions and presentations

PROJECT MANAGER

Excellent organisation & communication skills to co-ordinate multiple teams and projects simultaneously

GOVERNMENT CONTRACT EXPERIENCE

Positive attitude led to building impactful relationships with NZ government procurement departments

Professional Skills

SALES

- Consultative selling
- Marketing automation
- Sales funnels
- Cold calling
- Outbound prospecting

DIGITAL DESIGN

- MS Office Suite
- Adobe Creative Suite
- Graphic design
- Website design
- Video production
- UX design

COMMUNICATION

- Public relations
- Sales copywriting
- Stage performance
- Keynote presentation
- Team management
- Business networking

PROGRAMMING

- HTML, CSS, & PHP
- cPanel & WHM
- SEO & SEM
- Google Analytics
- Database mgmt
- Amazon S3
- eCommerce

Education

Portland State University, Bachelor of Science, 2006 | Major: Liberal Studies | Minor: Classical Philosophy

Certifications

Google Partners: Analytics, Adwords, & Mobile Sites | Dell'Arte: Ensemble Physical Theatre

Referees

Eric Otoka - National IT Trainer, Wisegroup - eric.otoka@wisegroup.co.nz - +64 27 201 0411

Lara Stewart, Sales Lead, Kineo - lara.stewart@kineo.co.nz - +64 21 349 790

Joshua Waldman - CEO, Billy - joshua@careerenlightenment.com - +1 503 985 6741

Work Experience

APAC BID MANAGER - KINEO - 2017 - PRESENT

Global workforce development company selling enterprise learning technologies and bespoke course development

Responsibilities:

- Circulate monthly bid reports to measure regional performance against target win rates and cost of sale
- Lead the proposal creation process for sales staff of 18 people across APAC, monitor \$6 million pipeline
- Organise and maintain team document repositories, provide systems and sales training as needed

Accomplishments:

- Managed the conversion of multiple proposal document templates for new lines of business

DIGITAL MARKETING MANAGER - THE AWARE SHOW - 2014 - 2017

Interview program selling information products, books, and online courses through live tele-summits.

Responsibilities:

Manage overlapping product launch cycles, interpret KPIs and direct marketing campaigns

Accomplishments:

- Created and optimised sales strategy in eCommerce shopping cart with 1000 digital products.
- Designed secure online members library and mined customer behaviour data through A/B testing

MARKETING MANAGER - OUTSTAND - 2012 - 2014

CRM and email marketing platform designed for salespeople.

Responsibilities:

Lead brand positioning and strategy, produce content to increase product usage

Accomplishments:

- Management of email newsletter, blog, social media channels, and marketing automation.
- Recorded and published on-boarding video tutorials that increased product usage metrics.

WEBSITE DESIGNER, PURA VIDA MULTIMEDIA, 2010 - 2014

Freelance web design and content marketing agency.

Responsibilities:

Website design, copywriting, marketing consultation, business coaching and content production

Accomplishments:

- Created and delivered client solution proposals, selling services packages by project and retainer.
- Four years of new business development and ongoing account management.

SALES REPRESENTATIVE, LIBERTY MUTUAL INSURANCE, 2007 - 2010

Fortune 100 company, global leader in property and casualty insurance.

Responsibilities:

Sell auto, home, and life insurance to personal market. Generate leads at relevant industry events.

Accomplishments:

- Created & delivered keynote presentations for C-level executives communicating our benefit programs.
- Earned Liberty Leaders Top Producer Award for exceeding sales quota.