

Christopher Crawford

Sales Representative/Marketing Representative

Fort Collins, CO 80525

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Results-driven sales and marketing professional with over a decade of experience in B2B sales, digital marketing, and account management.

Proven track record of cultivating strategic relationships, maximizing sales volume, and driving business growth.

Proficient in utilizing CRM software, implementing SEO campaigns, and managing social media platforms to enhance brand visibility and increase organic reach.

Adept at conceptualizing and executing marketing programs tailored to target markets, with a strong emphasis on customer relationship management and lead generation.

Authorized to work in the US for any employer

Work Experience

Inside Sales Representative

Angi - Fort Collins, CO

February 2021 to Present

Cultivate strategic relationships and maximize sales volume by identifying fast ROI projects, seizing market opportunities, and aggressively pursuing new business.

Track all leads activity, leads/opportunities in my territory, utilizing CRM database to manage and track prospect interaction.

Market the company at various events using promotional giveaways to obtain information from potential clients.

Develop, organize, and facilitate SEO search campaigns, PPV ads, and web content to increase sales volume and organic reach.

Marketing Representative

Home Water Solutions - Fort Collins, CO

May 2017 to February 2021

Conceptualized, implemented, and oversaw the development of marketing programs specifically designed to boost interest in reverse osmosis water systems.

Developed campaigns and strategies using both digital and traditional methods of marketing.

Conducted market research to determine target market, demographic specifications, typical buyer's profile, industry trends, and developments.

B2B Sales Representative

The Mod Cabin - Lafayette, CO

April 2013 to May 2017

Created wholesale sales funnel from the ground up through prospecting leads and closing sales on new accounts.

Developed SEO campaigns and specialized blog posts to increase brand awareness, sales volume, and ROI.

Account Executive

Natimark - Phoenix, AZ
April 2008 to April 2013

Conducted B2B cold calling to maximize sales, created and maintained client lead databases. Prospected new accounts and closed sales on new accounts, maintaining regular contact with all prospects and accounts.

Education

Bachelor's degree in Philosophy

Arizona State University-Tempe - Tempe, AZ
2003 to 2007

Skills

- B2B Sales (10+ years)
- Outbound Sales
- Content Creation
- Outside Sales (3 years)
- Blogging
- Social Media Management (5 years)
- Digital Marketing (5 years)
- CRM Software
- Branding
- Customer acquisition
- Customer relationship management
- Cold calling
- Email marketing
- SEO
- WordPress
- Project Management
- Sales Management
- Google Analytics
- Pricing
- Google AdWords
- Inside Sales
- Public Relations
- Content Development
- E-Commerce

- Analytics
- Salesforce
- PPC Campaign Management
- Web Design
- Sales
- Account management
- Direct sales
- B2B sales
- Inside sales
- Marketing
- Sales management
- Outbound sales
- Business development
- CRM software
- Salesforce
- Telemarketing
- Outside sales
- Customer service
- Customer acquisition
- Branding
- Retail sales
- Social media management
- Digital marketing
- E-commerce
- Email marketing
- Content development
- Content marketing
- Google Suite
- Google Docs
- SEO
- Google Analytics
- Typing
- Customer relationship management
- Cash handling
- Cash register
- Territory management
- WordPress
- Web design
- Analytics
- Content creation

- Blogging
- Marketing automation
- Presentation skills
- Pricing
- Relationship management
- A/B testing
- Events management
- Keyword research
- Data management
- Windows

Assessments

Retail customer service — Proficient

July 2023

Responding to customer situations in a retail setting

Full results: [Proficient](#)

Marketing — Proficient

July 2022

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

Outside sales — Proficient

October 2021

Understanding and responding appropriately in sales scenarios, and performing common sales calculations

Full results: [Proficient](#)

Cleaner fit — Proficient

December 2023

Measures the traits that are important for successful cleaners

Full results: [Proficient](#)

Customer service — Proficient

September 2020

Identifying and resolving common customer issues

Full results: [Proficient](#)

Food service fit: Crew member — Proficient

October 2023

Measures the traits that are important for successful food service crew members

Full results: [Proficient](#)

Sales skills — Proficient

October 2022

Influencing and negotiating with customers

Full results: [Proficient](#)

Work motivation — Proficient

October 2023

Level of motivation and discipline applied toward work

Full results: [Proficient](#)

Inside sales — Proficient

November 2022

Understanding and responding appropriately in sales scenarios, and performing common sales calculations

Full results: [Proficient](#)

Customer focus & orientation — Proficient

October 2021

Responding to customer situations with sensitivity

Full results: [Proficient](#)

Written communication — Proficient

January 2023

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Proficient](#)

Work style: Reliability — Proficient

October 2023

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Proficient](#)

Sales skills — Proficient

September 2021

Influencing and negotiating with customers

Full results: [Proficient](#)

Social media — Proficient

October 2022

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

Management & leadership skills: Impact & influence — Proficient

January 2022

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Additional Information

SKILLS

Experienced B2B sales & B2C sales, customer service, content creation for customer acquisition