MATTHEW HIRSHON

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Education

The Ohio State University; Columbus, OH
College of Human Ecology: Bachelor of Science, Sport Industry   *May 2016*
Minor: Business   Cumulative GPA: 3.2/4.0

Work Experience

Hart Agency, New York, NY 10018   **November 2022- Present**
<u>Consumer Educator</u>
- Responsible for setting up the wine tasting display inside various liquor stores, featuring all marketing and promotional materials
- Participates in extensive research of different wine varieties and production techniques along with sales trainings
- Exceeds sales quotas weekly in liquor stores while using sales techniques effectively
- Excellent bookkeeping skills of sales reports and sends daily recaps to management showing positive interaction with customers

Lumen Technologies, New York, NY 10119   **October 2020- November 2022**
<u>Account Manager</u>
- Exceeded sales quotas 14 of 19 months, generating more than $3,500 per month in new business
- Maintained relationships with 175 accounts via bi-weekly meetings and Quarterly Business Reviews
- Developed and implemented account plans to create opportunities to cross-sell/up-sell new and existing customers
- Worked with an existing bank customer to upsell their current spend by working with an engineer to fix a previous incorrect technical handoff. New deal was larger than my monthly quota and we turned a relationship around from a customer who was very unsatisfied with Lumen, to a customer we worked with other new projects on a weekly basis.
- Constructed customer pricing proposals comparing cost savings of Lumen technology to existing IT infrastructure
- Prepared presentations of Lumen product expansion and re-brand from a telecom company to a full-suite IT solutions provider
- Helped mentor various new team members including training them on prospecting skills, product knowledge, account planning

Oracle Corporation, Burlington MA, 01803   **February 2017 - October 2020**
<u>Account Manager/Oracle Communications Global Business Unit</u>   **June 2019 - October 2020**
Prime Account Executive focusing on Oracle Telecommunications solution and SD-WAN
- Charted with running full sales cycles for Net New accounts with revenue up to $300M in AL, FL, MS, NY, NJ, and CT
- Increased brand awareness and provided informed decisions on Oracle SD-WAN for prospective customers, resellers, and agents
- Focused on introducing use cases, key differentiators, and SD-WAN landscape comparisons
- Collaborated with business development team and Oracle partners on account strategy, campaigns, and in-territory events
- Constructed proposals showing Total Cost of Ownership savings for customers that resulted in strategic deals in the territory

<u>Sales Representative OD Prime</u>   **July 2018 - June 2019**
Prime Account Executive focusing on Core Technology, Cloud, and Middleware
- Generated $350K in new license and cloud revenue in FY19 and 71K in support revenue
- Worked with an existing customer to expand their Oracle Database license footprint after researching they were going through a divestiture. Deal was worth $384,000 and exceeded my yearly goal
- Developed my own sales plays based off territory knowledge, industry research, and technology products
- Averaged 200 cold calls, 100+ emails and 5 net new customer calls per week
- Built and maintained relationships within the territory with C-Level executives

<u>Sales and Business Development Representative</u>   **February 2017 - July 2018**
- Cold called, emailed, and used social media selling techniques to build sales pipeline for Field and OD sales teams
- Exceeded 100% quarterly attainment three of five quarters
- Closed over $40,000 in business, being one of three reps on a team of 11 to have closed revenue

Prudential Center and the New Jersey Devils   **June 2016 - October 2016**
<u>Ticket Sales Associate</u>
- Sold New Jersey Devils full, partial, single game suite and group ticket packages to clients across the United States
- Met and exceeded sales quotas set by management of $2,000 in net new sales every month
- Used cold calling, emailing and social selling to outbound prospects for new business leads and logged activity in Salesforce
- Set daily new business appointments and arena tours with prospects where I would go over different packages that best fit them