**CHRISTOPHER J. GREENE**

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**ACCOUNT and SALES MANAGEMENT | CUSTOMER SERVICE EXPERT**

**PROFESSIONAL SUMMARY**

SALES/MARKETING PROFESSIONAL bringing expertise in sales management, business development, customer service. Excels leading teams to achieve/surpass revenue targets. Expert in strategizing/executing plans for sales growth, customer retention, market expansion. Demonstrated proficiency utilizing CRM/sales technologies to streamline processes and enhance team productivity. Highly skilled in training/mentoring sales personnel, fostering an environment of continuous improvement and professional development. Adept skills analyzing market trends, adapting strategies to changing business landscapes, and driving significant financial growth.

**CORE COMPETENCIES**

**Professional:** Collaborative/Consultative | Leadership/Team Management | Strategic Planning/Execution |

Problem Solving/Analytical Thinking | Cross-Functional Communication | Adaptable/Resilient | Customer Service Excellence | Training/Development | Data-Driven Decisions | Adept Time Management

**Industry Knowledge:** Sales/Business Development | CRM/Sales Technology Proficiency | Market Analysis, Trends | Revenue Growth | Financial Management/Reporting | Digital Marketing/Social Media Selling | Product Knowledge/Training

**NOTABLE ACCOMPLISHMENTS**

*Validity*

* Manage team to targets ~90%; create revenue generating plans for renewal leading to 20% growth (also only rep to exceed NRR growth over 105% 2 years running,
* Average 2 sales/marketing qualified leads/week ranked 2nd highest revenue producer ($390K in 2020)
* 2.5 sales accepted opportunities/week with booking value ~$2.4M

*Fla Pawn Management*

* Trained staff using system of checks/balances improving productivity (e.g., created clear opportunities for advancement in products, merchandising, customer service, qualifying customers, cross/up-selling products) resulting in growth of 225% YoY increase; pawn balance grew 50% YoY; purchases 300% YoY
* Collaborated to increase social media, web, community presence for 7 stores/~400% by offering store, employee, customer incentives; added marketing presence for ads/promotions on company/store level

**PROFESSIONAL EXPERIENCE**

**Account Manager II/Team Lead** (multiple promotions)

**Customer Account Executive III/II**

**Enterprise Sales Development Representative II**

Validity | Tampa, FL **Aug 2019 – Nov 2024**

Position: **Account Manager II/ Team Lead**

* **Strategic Business Development**: Lead strategic partnerships/identify new market opportunities to drive business growth, leveraging industry insights/competitive analysis to inform decision-making and strategy formulation (perfect)
* **Operational Efficiency**: Oversee optimization of sales processes/operational workflows, implementing best practices/innovative solutions improving efficiency, reducing costs, enhancing team performance
* Manage Sales Development Representatives (SDR); assign/oversee territory assignments
* Collaborate with Sales Operations team creating seamless processes
* Coordinate with Account Receivables team collecting past due amounts
* Train/coach SDRs (e.g., calls, messaging, product knowledge, building sales/outreach, processes)
* Maintain daily call activity metrics (e.g., ~75 phone calls, 50 emails, ~25 social selling contact points)
* Interview/hire SDRs

**Senior Fraud Intake Specialist Jan 2019 – Aug 2019**

 Capital One | Tampa, FL

* **Fraud Detection and Prevention:** Proactively identified/investigated suspicious activities to prevent potential fraud, utilizing advanced fraud detection tools/techniques to safeguard customer accounts and company assets.
* timely/effective customer support, addressing concerns related to fraud/unauthorized transactions, providing clear, actionable advice for resolution and prevention.
* **Dispute Management**: Managed the end-to-end dispute resolution process, from initial intake and verification to resolution, ensuring compliance with regulatory standards to achieve high customer satisfaction levels
* **Training and Compliance:** Participated in ongoing training on the latest fraud trends/regulatory requirements, contributing to a culture of compliance/risk awareness within the team and across the organization
* **Cross-functional Collaboration:** Worked with other departments (e.g., legal, compliance, customer service) to coordinate efforts in fraud prevention, dispute resolution, customer education on security practices
* Maintain daily/monthly call metrics
* Receive inbound calls/respond with qualifying questions; determine customer resolution
* Review disputed charges/status; consult with customers to escalate as-needed
* Educate customers re: self-service digital solutions for customer service

**Owner/Operator Jan 2018 – Jan 2019**

Greene Lightning Computers | Largo, FL

* Grew business (e.g., clients, customers, product offerings)
* Built key business relationships (e.g., vendors, customers, partnerships)
* Track and maintain inventory, bookkeeping, sales and marketing strategies
* Sales certifications for vendors (e.g., Microsoft Shark, Sony Products, Pro-AV, HP/HPE)

**Business Development Representative Aug 2017 – Jan 2018**

InsideOut Lab | St. Petersburg, FL

* Consulted to build SDR current customer playbooks (e.g., messaging, cadence processes)
* Maintained target daily metrics (e.g., 100 calls, 25 emails, 25 social media touches, 10 SQL’s 100% outbound/month)

**Store Manager Oct 2015 – Aug 2017**

**Marketing/Jewelry Sales**

Fla Pawn Management Co (dba Pawn Max) | Dunedin, FL

* Managed forecasting, tracking reporting daily statistics/trained staff re: daily goals/statics, interacting with customer responses for desired outcome
* Facilitated/implemented checks/balances to improve productivity
* Audited stores’ assets (inventory, buys, pawns)
* Adept in value/resale of consumer-based merchandise; educated associates/team
* Collaborated to increase social media, web, community presence for 7 stores; added marketing presence for ads/promotions at company/store level
* Training associates across 8 locations re: trends to look for/how to recognize them (e.g., follow local communities/actively seek involvement/giving back to community), and high-end jewelry pieces (e.g., watches, diamonds) providing increased loans/sales
* Created marketing sales flyers/programs increasing customer base
* Established key relationships with new/existing vendors, expanding product offerings (e.g., only pawn shop offering Seiko products)

**PREVIOUS EXPERIENCE**

**HP Solutions Representative Sep 2013 – Oct 2015**

Tech Data Corporation | Clearwater, FL

**Manager**  **Nov 2009 - Sep 2013**

Fla Pawn Management Company (dba Pawn Max) |Oldsmar, FL

**Personal Assistant Mar 2009 – Nov 2009**

Hess Fine Art | St. Petersburg, FL

**Store Manager (**promoted from **Asst. Manager, SLA Sales Loan Associate) Jun 2005 – Feb 2009**

Pawn Management Company (dba Southern Pawn) |Seminole, FL

**HP Solutions Representative Sep 2013 – Oct 2015**

Tech Data Corporation | Clearwater, FL

**EDUCATION**

**Professional Development toward Degree: Business Administration** (1 yr)St. Pete College – Online Campus (In process of reenrolling to complete AA degree)

MEDDPICC & Command of the Message training