

DEREK LAWRENCE

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Business Development & Sales Executive

Driving account growth through strategic, tech-enabled solutions and client relations.

Over 10 years of experience in B2B and B2C environments across tech, travel, and real estate sectors. Able to surpass quarterly sales targets, including 130% average quota attainment for over 3 consecutive years at Yelp. Skilled in digital marketing, full-cycle sales, budgeting, \$800K portfolio management, and go-to-market strategies. **Open to relocation (U.S. or International) and remote roles.**

- Mid-Market Sales
- Client Retention
- Consultative Selling
- Lead Generation
- CRM Management
- Territory Development
- B2B SaaS Sales
- Generative AI (GenAI)
- Account Penetration
- Upselling & Cross-Selling
- Sales Pipeline Lifecycle
- Quota Attainment
- Agile Project Management
- Sales Enablement
- Team Supervision & Coordination

100% NOI & Sales Growth • 130% Average Sales Quota Attainment • \$1M Online Revenue Gross • Best Month Ever (BME) = 236%

CAREER HISTORY

THE KNOTT GROUP MANAGEMENT SERVICES – Remote

2024 – Present

Account Manager, 2024 – Present

Provide marketing and business development support to small business clients in both real estate and restaurant industries. Design and execute targeted digital marketing strategies to increase local visibility and drive lead generation. Perform administrative and operational tasks. Create content and advise on promotions tailored to each business's customer base.

YAHOO! – Remote

2021 – 2025

Senior Account Executive, 2023 – 2025

Promoted for consistently exceeding sales goals, **achieving 130% to 150%** of quota across Southern U.S., Colorado, and Canada markets, **closing 30-35 deals monthly**. Collaborated with marketing, product, and customer success to optimize client campaigns and drive measurable results. Stepped in as interim team lead during manager absences—ran daily standups, reviewed metrics, and coached peers on achieving action plans. Made up to 100 outbound calls daily to identify prospects, qualify leads, and build tailored outreach strategies in Salesforce. Repeatedly tapped for peer mentoring and strategic input on pipeline improvement.

- Managed **170+** active accounts, including multi-location businesses with contract values up to **\$800K**.
- Closed contracts ranging from **\$3.5K to \$7.5K or more** in monthly advertising budgets for newly onboarded SMB clients.
- Selected for beta testing and rollout of AirCover, an **AI-driven enablement tool**; provided real-time feedback to product team during companywide implementation.

Account Executive, 2021 – 2023

Led full-cycle B2B sales for SMBs across Pacific Northwest, Florida, Arizona, Idaho, and Nevada markets. Leveraged consultative selling framework to deepen client relationships, support upsell discussions, and drive revenue growth through retention-focused service. Initiated up to 80 outbound calls daily to identify business challenges, deliver customized marketing solutions, and position Yelp's digital advertising tools to increase visibility and lead generation.

- Achieved **130-150%** of sales quota on average; exceeded Best Month Ever goal at **236%** and contributed to Yelp's **\$312M** record-setting revenue performance in 2022 – 2023.
- Onboarded **10+ new B2B clients** monthly, managing sales cycle from outreach to contract close and renewal discussions.
- Maintained ownership of post-sale onboarding and client education, optimizing campaign setup, resolving technical issues, and delivering ongoing app support to drive results.

MIRROW GROUP OF COMPANIES – Jacksonville, FL

2018 – 2021

Assistant Community Director, 2019 – 2021

Promoted to oversee full operations for 300-unit luxury residential community, managing occupancy, revenue, resident retention, and day-to-day site activities. **Led team of 6** in leasing and maintenance by inspiring sales and operations teams to exceed performance targets. Conducted 1:1 coaching, performance reviews, and compliance oversight (including Fair Housing adherence).

- Improved occupancy from **88% to 100%** and maintained lowest delinquency rate (**1%**) in Southern Florida.
- Generated **\$500–\$630K in annual revenue** via leasing and renewals by building resident relations to lower turnover.
- **Served as acting site lead** during Director's extended leave, handling resident issues, budget planning, unit turnover process, and vendor coordination.

Interim Business Manager, 2019

Managed financial and operational functions for **550+ units**, including forecasting, resident delinquency resolution, and audit readiness. Led team of **12** in leasing, administration, and maintenance. Audited leasing files and corrected compliance gaps to pass corporate inspections. Supported budgeting for unit renovations and vendor quotes. Supervised site staff adherence to process and policy. Oversaw onboarding and quality control.

- Reduced bad debt to **1%** by leading targeted resident outreach, establishing repayment plans, and following up.

Portfolio Leasing Consultant & Community Administrator, 2018 – 2019

Prospected corporate housing leads and managed social media outreach to drive qualified traffic and bookings. Supported community-wide audits, marketing efforts, and front-line customer service in high-volume, luxury properties.

- Increased leasing activity and maintained up to **98%** occupancy and renewal rates across **110-700+ unit** properties.
- Reduced outstanding collections by **98%** through diligent follow-up, resident relations, and payment compliance.
- Nominated as Lewis Property Management **Rookie of the Year**.

VOLUNTEER EXPERIENCE – International

2016 – 2018

Volunteer, Tech Events & Community Projects

Supported production logistics for Web Summit (Lisbon), a global tech conference with 70K+ attendees. Managed total of 8 volunteers during event operations. Applied project management and stakeholder skills in dynamic, cross-cultural environments.

VRBO/EXPEDIA GROUP – Jacksonville, FL

2015 – 2016

Account E-Commerce Specialist

Led needs-based consultations and platform optimization for **6-8 new hires**; trained partners on SEO best practices and XML integration. Audited accounts for compliance, reducing policy violations and increasing platform quality. Contributed to growth.

- Conducted market research, participated in cross-functional team meetings, analytics, user retention, and conversions, leveraging key critical industry insights by educating, training, managing content, and mobile marketing client web-based subscriptions **to increase business profit and customer success**.
- **Exceeded B2C KPI sales metrics by 96%** and earned nomination for Excellence in Action Award.
- Partnered with VRBO/Expedia Group PR and Marketing Committee on **innovative ideas to create tech hackathon and social/community volunteering events**.

BOOKING.COM – Jacksonville, FL

2014 – 2015

Account Executive

Negotiated rate strategies and advised partners on using API integrations, promotional tools, and pricing optimization to boost bookings. Audited listings to reduce booking errors and improve conversions. Developed and maintained B2B relationships with hotel partners for over **600** rental properties, including **50%** lead generation and prospecting, **25%** existing sales pipeline, and **25%** inbound lead management, product education, onsite visits, and contract negotiations.

- **Awarded twice as Employee of the Month** and nominated as Customer Service Expert point of contact for Booking.com office West Coast region.
- **Drove \$1M+ in online revenue** by managing hybrid pipeline across **600+** partner properties.
- **Won first place with highest outbound B2B calls** within Booking.com West Coast region.
- **Increased, achieved, and exceeded SLA targets and KPI metrics by 204%** with onboarding new clients.

EDUCATION & TRAINING

Coursework toward Bachelor's Degree in Business Administration, University of South Florida

LinkedIn & Yahoo! Learning: Gen AI for Business Leaders | Introduction to Prompt Engineering for Generative AI | Advanced Google Analytics | Digital Marketing Analytics Nano Tips with Sam Dey | Google Ads | Facebook Ads
B2B Content Marketing Strategy: SEO Writing

TECHNICAL SKILLS

Salesforce | Slack | JIRA | Google Workspace | Zoom | Splunk | Twilio | RealPage AI | Delphi | Opera | MRI | YieldStar | Workday | Tableau | Microsoft Office Suite | Canva | Air-Cover | Yesware | Digital Marketing | Content Strategy | SEO | API | OneSite | Lightspeed | MAS 200 | Kronos | Envision | Crystal Reports | Adobe Creative Cloud