

JAY HARRISON

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CHARISMATIC ACCOUNT EXECUTIVE | A GO GETTER WHO ALWAYS GETS THE JOB DONE

Professional Profile

Business Development, Marketing, Sales & Customer Service expertise in professional B2B & B2C markets

Acknowledged for the ability to develop and influence client relationships

A *'trusted advisor'* to business owners, CIO's, managers and policy holders.

Innovative and strategic thinker with a natural ability to generate new ideas and revenue streams

"Jay is an up and coming Superstar in the business world." Jonathon Isaacs, Managing Director, Q-nomy

"Jay's the best new agent I ever hired". Sean McCord, Manager, Aflac NY

Expertise & Business Value

- ◆ New Business Development and Bold Market Entry Strategies
- ◆ Market Growth Identification
- ◆ Relationship Management
- ◆ Project Management
- ◆ World Class "Sales Hunter"
- ◆ Negotiating and Closing Deals
- ◆ Tradeshows & Sales Events
- ◆ Database Management
- ◆ Sales & Product Training

Business Development Markets

- ◆ Information Technology
- ◆ Banking and Financial Services
- ◆ Retail and Academic institutions
- ◆ Healthcare and Government
- ◆ Fortune 500 to small business

Education

Bachelor of Arts in Psychology
Minors: Marketing, HR Management
CUNY, Brooklyn College -June 2007

Technology & Business Skill Sets

Microsoft Office, Hoover's Database, Sales Genie, Salesforce, ACT, HTML, database management, superb verbal and written communication skills

Licenses

NYS Sales Agent for Life Accident and Health insurance since March 2009

EMPLOYMENT HISTORY



**Aflac Insurance
Independent Agent**

March 2009 - Present

Business to Business and Business to Consumer sales of a diverse range of supplemental insurance policies to help cover out of pocket expenses not covered by major medical. Specialty policies include cancer care, accident, dental, Hospital and sickness protection, and short term disability. Territory is metro New York City, Nassau and Westchester counties.

Responsible for the generation of sales leads, cold calling, appointment setting, making initial presentations to business decision makers, making group and individual presentations to the business' employees, setting up payroll deduction process with company administrators, answering company and policy holder questions as to individual policy benefits and the claims process and processing and following up on claims. Assist the district leaders in sales training. Offer timely and friendly 24/7 customer service to policy holders.

Highlights

- ❖ Closed the most new payroll accounts in the district for 2009
- ❖ On pace to write \$80,000 in premium over first 3 quarters
- ❖ Awarded **Fast-Start, Fireball & Super Fireball** awards as well as on pace for **Triple Crown** by end of third quarter.



**Q-NOMY, Inc. – New York Office
Account Manager**

May 2006 - December 2008

Q-Nomy is a leading multi-national Customer Management enterprise software company with its core client base in financial services, healthcare, retail and government service.

Responsibilities included daily cold calling of C-level and executive level decision makers to establish and maintain relationships, and set up sales presentation. Research and identify new market sectors. Make telephone, in-house and field client presentations. Worked with design team to develop a new website, brand and marketing materials and sales brochures.

Personal clients of note include B&H Photo, New York Municipal Credit Union, Philadelphia Gas Works, Northrop Grumman Credit Union, Abby Bank (UK) and several New York City municipal government agencies.

Highlights

- ❖ Researched, developed and implemented innovative marketing strategies to diversify the NY office's core business into the retail sector, and personally secured a \$350,000 account with B&H Photo the world's largest retailer of consumer and prosumer photographic equipment.
- ❖ Persistent cold calling, tradeshow attendance, involvement in hi-level sales presentations and customer training sessions help establish and solidify well over 800 business and networking relationships with key enterprise level and IT decision makers that was instrumental in the generation of over \$2.5M in new sales and client upgrades over a span of 32 months.
- ❖ Designed and implemented a new client and customer database resulting in expeditious follow up of sales leads, customer inquiries, print & electronic promotion campaigns, sales presentation and product installations.



Part Time & Summer Jobs 2004 – 2006

Paid 100% of college expenses working as a fund raiser/telemarketer, marketing rep, special needs monitor and business development consultant for Duane Reade, HASC and ROI Marketing.