

Armon Williams

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Summary

As an Instructor Analyst at Accenture, I have over two years of experience in facilitating, onboarding, and training sales development representatives for Pinterest, a diamond account and a global leader in social media. My mission is to enable and empower the sales team to achieve their goals and deliver exceptional customer experience.

I leverage my digital marketing expertise and my knowledge of Pinterest products and services to design and implement engaging and effective learning solutions, using various platforms and tools such as MS Teams and LMS. I collaborate with the global lead and other internal teams to ensure the alignment and optimization of the training curriculum and the performance evaluation. I also provide support and feedback to the learners and the clients, ensuring their satisfaction and retention. I am proud to have achieved a 98% pass rate for Pinterest product certification and to have contributed to the growth and success of Accenture and Pinterest.

Experience

> Instructor Analyst

Accenture

Apr 2023 - Present (1 year)

- *Facilitate Pinterest LMS Training for 45 Sales Development Representatives
- *Implement Pinterest Core Curriculum for launch of Pinterest SDR's in North America
- *Provide Knowledge Check to Approve Learning
- *Support the Global Lead with the onboarding and training of 300 Analysts: Sales Development Rep, Partner Managers, Account Managers
- *Conduct Virtual Training via MS Teams
- *Achieved a 98% pass rate for Pinterest Product Certification

> Digital Marketing Specialist

Accenture

Apr 2022 - Mar 2023 (1 year)

- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs); identify trends and insights, and optimize spend and performance based on the insights
- Collaborate with internal teams to create landing pages and optimize the user experience
- Coordinate with media agencies to ensure budgets are optimized, targets are met/exceeded, and reporting is streamlined
- Work collaboratively to align digital marketing efforts with the broader marketing organization
- Stay on top of and review new digital trends and opportunities to ensure the company remains a digital marketing leader
- Schedule follow up customer meetings and coordinate customer attendance.
- Provide support to sales staff as needed.

Sales Business Development- Iron Mountain Campaign

N3

Jan 2021 - Oct 2021 (10 months)

- * Review all invoices for accuracy, and ensure invoices are approved in a timely manner.
- * Responsible for researching escalated service and billing issues to ensure all appropriate actions by other parties are being taken to resolve issues and ensure follow through until closure and complete client satisfaction.
- * Utilize internal relationships to provide seamless account management, a united front to clients and ultimately enable the ability to quickly respond to client requests or escalations
- * Communicate with client post-completion of projects to ensure satisfaction and determine any areas for improvement

- * Maintaining CRM to manage leads and all data associated with a client request, including insights or discoveries.
- * Collaborate with Sales and Development, Operations, Storage Services, and other key personnel to create solutions and generate revenue by upselling and cross-selling within the account.
- * Support the overall business in driving revenue and client experience while monitoring account health, engagement levels, and opportunities.
- * Evaluate account performance, develop short and long-term strategies, and act upon optimization opportunities.
- * Maintain industry knowledge and relationships to gain intelligence in order to offer new features, products, and initiatives across Crozier, Adjacent Businesses, and Iron Mountain

Customer Engagement Executive- NICE INCONTACT CAMPAIGN

N3

Apr 2020 - Dec 2020 (9 months)

- * I engage C-suite level stakeholders of Fortune 100 sized companies to improve their NPS

- * Demonstrate a high-level understanding of Cloud, Mobile, Web, Business Intelligence, Agile, Microsoft, Open Source, and AI technologies

- * Maintain meetings to keep sales partners apprised of issues and potential sales.
- * Build and maintain relationships with potential and current customers and sales partners.
- * Assist and support sales partners by participating in sales calls and closing efforts.
- * Maintain product knowledge by attending weekly trainings.
- * Highly professional demeanor - presence, voice.
- * Demonstrate high level competency in written and verbal communications.
- * Interact with all levels of organization.
- * Achieve success while working in a home office setting.

Experience Marketing & Events LLC

Sep 2019 - Apr 2020 (8 months)

Specialize in experiential marketing for the automotive industry interacting with consumers to collect data into the auto buying process

Carry out stationary activations for 25 events per year, including the SEC Championship Weekend with 100,000 or more attendees, Music Midtown with 50,000 or more attendees, SEC Football games, Southern Womens Expo, and more

Guide consumers toward engaging with brands and sitting in or test-driving display vehicles, with results of generating 600 leads per day and 100 sit-in-seat or test drives per day at public events

Maintain consumer incentive budget of \$2500 per day for events

Responsible for inventory of vehicles ranging from \$30,000-\$100,000 MSRP

Manage extensive territory including Georgia, Virginia, Tennessee, South Carolina, North Carolina, and Alabama



Sales Consultant

Subaru of America

May 2016 - Feb 2019 (2 years 10 months)

Respected Subaru dealership in Decatur with customers throughout the region

Connected with current and potential customers to sell vehicles from an extensive fleet of Subaru models

Conducted video message follow-ups with up to 20 customers per week, leading to 30% closing rate

Utilized Drive Centric software, including CRM and Mobile App, to manage customer relations

Guided customers through an average sales cycle of 21-30 days

Led team of 125 sales professionals in upselling, with a 90% upsell rate

Completed approximately 15 car sales per month, bringing in a revenue of approximately \$450,000 per month

Maintained exceptionally high customer service index, exceeding the national average of 908

Kept up with in-depth sales knowledge about each model in the fleet of 250 vehicles

Conducted price negotiations leading to approximately \$800 gross on each vehicle

Completed 36 hours of specialized training in Subaru Foundations to receive certification in Brand, Product, and Core Technology



Product Specialist

ShowMax Marketing

Aug 2015 - 2016 (1 year)

Event Marketing firm providing top-level talent for automotive exhibitions throughout the US

Served as a product specialist for Subaru products in the lead generation program for San Francisco exhibition

Represented company at events in 11 cities across the country

Notable events include the Jacob Javits New York International Auto Show with over 1 million attendees, LA Auto Show, the Juneteenth Celebration in Houston, and the National Black Theatre Festival

Maintained and specialized expertise in eight Subaru models, including features like configuration, disability access, and other resources

Provided feature narration for event presentations on showcase platforms for audiences of 250+

Completed approximately 15-20 events per year

Collaborated with up to 25 other product specialists at each event to ensure thorough and attentive customer service

Earned certifications through Subaru Foundations in Brand, Core Technology, and Product

Product Specialist

United Talent LLC

Jan 2013 - Dec 2015 (3 years)

Renowned talent agency with approximately 300 agents representing talent in a wide range of industries

Traveled nationally to auto shows to educate attendees and consumers about Ford Motor vehicles

Tasked with engaging customers with the Ford brand

Trained 100+ people per day on average at each event

Gathered customer feedback at each show regarding products and brand perception from dozens of consumers per event

Generated leads through consumer interactions and sent to manufacturer for follow-up

Managed incentive budget of \$5000 for events

Accomplished certification by Gail & Rice for Ford Motor Company by completing one week intensive training at Ford Headquarters, in Dearborn Michigan

Education

 Hampton University

English/Language Arts Teacher Education

1993 - 1999

Licenses & Certifications

Insurance Agent, Accident, Health, Life - Georgia Department of Insurance

 **Effective Listening** - LinkedIn

Skills

Customer Experience • Account Penetration • Paid Social Media • Media Management • Google Ads • Conversion Tracking • Mobile Advertising • B2C • Business-to-Business (B2B) • Sales Strategy