

# CHLOE RISSENBERG

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## STRATEGIC, CREATIVE, ENTREPRENEURIAL, AND GROWTH MINDED PROFESSIONAL

*Big picture thinker with superb organization, collaboration, and communication skills. Able to understand the breadth and depth of all aspects of projects and execute on schedule. Experienced in sales, marketing, account management, events, retail, and hospitality.*

- Engaging and friendly personality
  - Results and process driven
  - Detail oriented and meticulously organized
  - Poised and articulate listener and communicator
  - Self-starter and team-player
  - Strategy and analytics focused planner
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## PROFESSIONAL EXPERIENCE

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### Limeade, Remote Position

09.2021–06.2022

#### ABM ACCOUNT MANAGER, FULL TIME

- Managed outbound marketing campaigns for territory of 12 states for enterprise and mid-market buyers, including cold calling, LinkedIn outreach, and email, building a qualified pipeline of \$14M in 6 months.
- Leveraged martech to understand and analyze TAM and use available data to drive marketing strategy within assigned territory
- Built target account lists by territory and size and identified decision makers through internal research and outbound prospecting
- Developed close partnerships with sales directors to help identify and create qualified opportunities through researching account history, identifying key pain points, strategically preparing for calls and demos, driving follow ups, and sharing relevant resources to optimize the prospect journey.
- Created a business growth plan in collaboration with sales directors leveraging martech data and industry research
- Generated weekly reports, agendas, and action plans for review with sales directors on a 1:1 weekly meetings
- Collaborated with the sales and marketing teams to craft industry targeted cadences that resulted in exceeding performance goals.
- Analyzed campaign results and trends in the marketplace to plan for sustained improvement
- Consistently reviewed and contributed suggestions for improvement for all marketing content to optimize buyer journey throughout the lead qualification process
- Improved webinar and event attendance through outbound campaigns and converted attendees into leads through strategic follow up
- Gained technical skills in Salesloft, Demandbase, ZoomInfo, and Salesforce
- Served voluntarily as a member of the Limeade platform Champion group, collaborating with wellness leaders to create mindfulness activities and challenges.
- Worked closely with meditation teacher through 1:1 meetings to brainstorm creative ways to increase participation and engagement in internal meditation classes

### Suuchi Inc, Carlstadt NJ

01.2018–04.2020

#### SALES MANAGER

- Create and execute outbound demand generation campaigns based on industry research & sales goals.
- Analyze data from successful partnerships to establish ICPs and AMB marketing strategy.
- Compose and continually adjust discovery call scripts for the sales team to qualify and evaluate prospects, determine project scope, and establish if clients' needs match the company value proposition.
- Manage entire sales cycle with inbound and outbound leads from discovery and pricing, handling and overcoming objections, and contract negotiation and closing over \$1.5M in PaaS deals in 1.5 years.
- Build pipeline using Hubspot, Pipedrive, and Salesforce to ensure quarterly and annual quotas are met.
- Collaborate with product, project management, and marketing teams to create customized pitch decks that establish value for both PaaS and SaaS agreements.
- Serve as company spokesperson at multiple trade shows, conferences, and other business events.
- Completed internship in Business Development (Jan-May 2018 prior to full time).

**Sunrun, Inc, New York, NY****07.2017–10.2017****FIELD SALES REPRESENTATIVE**

- Contributed to the success of the country's largest residential solar power provider by educating, qualifying, and selling homeowners on the benefits of adapting solar energy.
- Utilized Salesforce to track, analyze, and manage the status of each opportunity

**Penny Pincher Boutique, Bedford Hills, NY****06.2014–08.2015****EBAY STORE ASSISTANT MANAGER AND SALES ASSOCIATE**

- Helped select, photograph, upload, and describe items placed on the eBay store.
- Managed the inventory count, packaging, shipping, and tracking goods sold
- Assisted with opening and closing the store, greeting customers, managing fitting room operations, closing sales, and visual merchandising.

**Chef Deanna, Catskills, NY****06.2012–07.2017****WEDDING CATERING SERVER**

- Catering assistant to the chef for Catskill, NY weddings and private parties
- Assisted with catering events in many functions, from prepping food to serving
- Learned about sustainable and local farming
- Helped source local and organic ingredients from upstate NY farms in the Catskill region

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**EDUCATION**

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**Fashion Institute of Technology, NYC**

B.S: Entrepreneurial Studies, 2018, GPA: 3.5, Dean's List

**Westchester Community College**

A.A.S: Fashion Merchandising, 2016, GPA: 3.6, Dean's List

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**SKILLS**

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Written and spoken communication, Microsoft Word, Excel, and PowerPoint, LinkedIn Sales Navigator, Salesforce, Demandbase, ZoomInfo, SalesLoft, Writing, Research, Presentations, and Business Planning

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**HOBBIES AND INTERESTS**

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200 hr YTT certified yoga instructor and regular practitioner, personal and spiritual development, hiking, painting, dancing, reading, cooking, spending time with friends, family, and my pup.