

BENJAMIN HANNEL

10741 Lake Shore Rd. Irving, NY 14081 716-403-9320 | benjaminhannel@outlook.com

PROFESSIONAL PROFILE

An experienced sales professional who is passionate about team collaboration and establishing a respectful, enthusiastic, and results-driven environment. Demonstrated leader with experience in sales strategies, mid-level enterprise contract negotiations, and relationship building.

WORK EXPERIENCE

Crunch LLC, Niagara Falls, NY

General Manager

Mar 2022 - Jul 2022

- Handled administrative, operational, and financial duties such as resolving customer complaints, supporting personnel-related problems, and understanding revenue budgets and payroll expenses. Based on our Net Promoter Score, our overall customer experience improved by 23 points, leading to a 61% overall satisfaction value.
- Increased new membership sales from 48% in Q1 to 108% in Q2 by doing active outreach through local vendor partnerships and leveraging social media marketing ultimately leading to an increase in the clubs recurring revenue by 26%, the highest in the east region.
- Ranked first in percentage to sales goal out of all our nation's corporate clubs (27) in May by implementing a new sales presentation process, emphasizing lead conversion from guest passes, and doing more outreach.
- Recruited, trained, and developed over 8 staff members. Managed a team of 18 in total and was responsible for scheduling, training, and weekly team meetings.
- Responsible for social media engagement and increased the club following by 32% through creating contests, interactive content, and highlighting promotions to improve exposure.

D'Agostino's Pizzeria, Depew, NY

Assistant Restaurant Manager

Oct 2020 - Feb 2022

- Assist with the purchasing and restocking of daily inventory.
- Responsible for handling all marketing duties relating to our in-store advertising, and social media content, and coordinating the menu design and printing duties.
- Responsible for handling any customer-related issues or complaints.

HarpData, Buffalo, NY

Business Development Manager

June 2020 - Oct 2020

- Identified sales processes, CRM, and proposal delivery inefficiencies through gap analysis and outlined sensible solutions.
- Analyzed and presented the team with accurate sales pipeline forecasts and anticipated revenue.
- Coordinate with CEO and existing sales team on more complex opportunities such as targeting commercial accounts to increase recurring revenue and multi-year service contracts.

Flexlume Signs, Buffalo, NY

Sales Director

Sep 2017 - May 2020

- Supervise and motivate junior staff while collaborating with cross-functional departments to meet and exceed sales metrics and service levels across all channels (phone, chat, email), lifting sales revenue up 204%.
- Expert in cross-functional CRM and sales enterprise applications; training and partner management both remotely and in-person, including new employee on-boarding and outsourced vendor correspondence.
- Ownership of Customer Experience Social Media and Website duties; demonstrate proficiency with social media platforms and ability to embrace our unique brand voice.
- Led net sales growth by over 115% through improving operational efficiency and implementing a scalable, repeatable sales process. Promoted from an outside sales representative after the first 12 months.

EDUCATION

University at Buffalo Amherst, NY

Bachelor of Science in Business Management, May 2014