

## Jason J. Row

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### OBJECTIVE

To obtain a challenging, business development or project manager position where I can utilize my related experience and background to contribute to new client services and expansion of existing business development strategies, productivity, increase revenues and achieve career enhancement.

### EMPLOYMENT

#### 03/2011-Present **Appointment Setter / Marketing Agent, Intelmark, Phoenix, AZ**

Responsible for lead generation and data mining; Appointment setting of highly qualified appointments with key decision makers; End-to-end sales; Cold calls and follow-up calls for generating sales. Market Research to gain the market intelligence that is critical to the success of the business; Database cleaning of Content Management System (CMS) software.

#### 09/2010-03/2011 **Appointment Setter / Marketing Coordinator, Brier Grieves Agency, Tampa, FL**

Responsible for direct marketing of various Commercial Insurance products including but not limited to: Workers Compensation Insurance, General Liability Insurance, Product Liability Insurance, Professional Liability Insurance, Commercial Property Insurance, Home-Based Business Insurance, E & O Insurance and D & O Insurance. I was also responsible for database selection, management and maintenance.

#### 02/2008-02/2009 **Business Development Manager, OPK Telemarketing Services, Littleton, CO**

Responsible for new client acquisition and sales of project calling blocks, contract writing and negotiating as well as project scheduling. I concentrate on developing new revenue streams for new products and services by identifying new markets and attracting new clients while optimizing income from existing lines through innovative marketing and rapid exploitation of changing customer needs and tastes. I research new business opportunities, identify likely sales paths, develop strategic plans and sales strategies, and undertake presentations to and negotiations with prospective customers.

#### 02/2008-02/2009 **Project Manager, OPK Telemarketing Services, Littleton, CO**

Responsible for overseeing everything call program related and making sure the lists and scripts are working well and making changes if necessary to maintain the success and momentum of a call program, weekly call reports in an Excel spreadsheet, sales / appointment notices emailed to clients, set up and training of callers, script writing, conference calls with clients.

#### 09/2007-02/2008 **Appointment Setter / Sales Generator, OPK Telemarketing Services, Littleton, CO**

Responsible for lead generation and data mining; Appointment setting of highly qualified appointments with key decision makers; End-to-end sales; Cold calls and follow-up calls for generating sales. Market Research to gain the market intelligence that is critical to the success of the business; Database cleaning of Content Management System (CMS) software.

#### 06/2007- 09/2007 **Appointment Setter / Lead Generator, Best Publishing, Melbourne, FL**

Responsible for contacting businesses by telephone in order to solicit sales for ad space in The Best Coupon Book. Explain the advertising service and prices, and answer questions from potential customers. Obtain customer information such as name, address, and payment method, and enter orders into database. Record names, addresses, purchases, and reactions of prospects contacted. Adjust sales scripts to better target the

needs and interests of specific individuals. Obtain names and telephone numbers of potential customers from sources such as telephone directories, the Internet, and lists purchased from other organizations. Answer telephone calls from potential customers who have been solicited through advertisements. Telephone or write letters to respond to correspondence from customers or to follow up initial sales contacts. Maintain records of contacts, accounts, and orders. Schedule appointments for publisher to meet with prospective customers or for customers to attend sales presentations. Conduct client or market surveys in order to obtain information about potential customers. Deliver prepared sales talks, reading from scripts that describe products or services, in order to persuade potential customers to purchase additional space.

**06/2005 - 06/2006 Fundraiser, Factor Direct, Ltd., Los Angeles, CA**

Responsible for fundraising via telephone of the supporters from some of the top, progressive non-profit organizations in the country, such as Greenpeace, United Nations Int'l Emergency Fund (UNICEF), National Resources Defense Council (NRDC) through membership renewals, special appeals & monthly sustainers at an outbound call center. Also responsible for fundraising for the Democratic National Committee (DNC).

**07/2004 - 05/2005 Inside Sales Manager, Consumer Resource Network, Los Angeles, CA**

Responsible for overseeing the presenting and selling consumers the CRN membership for foreclosure home listing services and promotional products and services such as: real estate wealth building products for home buyers, healthcare saving programs and a long distance service provider at an inbound call center.

**02/2004 - 07/2004 Inside Sales Representative, The Supply Center, Marina del Rey, CA**

Responsible for presenting and opening sales to businesses interested in printer toner and various other office supplies at an outbound call center.

**02/2002 - 07/2003 Inside Sales Representative, Interstate Telenetwork Services, Tiffin, OH**

Responsible for presenting and selling Dish TV, AT&T Universal long distance and Capitol One credit card insurance and various other product campaigns at an outbound call center.

**01/1994 - 03/2001 Chief Executive Officer, NeuroNet Neuroscience Centers, Beverly Hills, CA**

Co-founder and CEO. EEG/qEEG/EP Technician, medical billing, medical front and back office, webpage design, Information Technology developer, software developer, network design and maintenance, strong socioprofessional skills.

## **EDUCATION**

**Bachelors Degree in Biopsychology**

University of California, Los Angeles, CA

## **MILITARY**

**04/1988 - 02/1990 KC-135 Stratotanker/KC-10 Extender Crew Chief, United States Air Force, USA & Abroad**

Assigned to Strategic Air Command and responsible for inspection, preventative maintenance, trouble shooting and repair of KC-135 & KC-10 in-flight refueling aircrafts airframe and powerplant(s). Also responsible for launch and recovery of the aircraft as well as the safety of the flight crew. Honorably Discharged.

## **COMPUTER SKILLS**

I am both MAC & PC savvy as well as Internet savvy. I am experienced and proficient with following software:

- Acrobat Reader*
- Adobe After Effects*
- Adobe PhotoDeluxe*

- Adobe Type Utilities*
- Adobe Photoshop*
- StuffIt Deluxe*
- Pro Tools*
- RealPlayer Plus*
- Internet Explorer*
- Outlook Express*
- Microsoft Word*
- Microsoft Entourage*
- Microsoft Excel*
- Microsoft PowerPoint*
- Lead Master (Web based Content Management System (CMS) database software)*
- LiveUpdate*
- Norton AntiVirus*
- Norton Utilities*
- Adaptec Toast*
- AppleScript*
- Extensis Portfolio*
- FileMaker Pro*
- Final Cut Pro*
- Final Draft*
- iMovie*
- iTunes*
- Napster*
- Netscape*
- QuickTime*
- Retrospect*

## **REFERENCES**

Available Upon Request