

KAREN RICO

Creative Outside the Box Thinker and Top Sales Performer

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KEY SKILLS

Account Management • Customer Relationship Management • Consultative Selling • Data Analysis • Project Management

PROFESSIONAL EXPERIENCE

Karen Rico LLC- Entrepreneur

Jun. 2023 - Present

Published Author and Podcaster (Austin, Texas)

- Published author of The Dream Body Manifesto and mental health/self improvement podcast host of Balancing the Bullsh*t.
- Managed a Social Media Manager who grew YouTube views by 500+ and doubled our podcast downloads.

EasyKnock- FinTech, Real Estate

Sept. 2021- May 2023

B2C Customer Relationship Manager (Austin, Texas)

- Promoted to 1:1 sales mentor for 2 sales reps, enabling both of them to exceed their quarterly sales targets by 15%.
- Trained 15 new hires on Salesforce and discovery call best practices, also facilitated call cut up trainings for a team of 25 reps.
- Implemented one call close strategies, which increased trust and average deal size by \$350K.
- Consultative seller, generated a monthly average of \$1.5Mil in new business revenue and attained 118% of yearly quota.

DigitalMarketer- Saas & E-learning for Digital Marketing

Feb. 2020 - Aug. 2021

SMB Senior Account Manager (Austin, Texas)

- Managed long-term client relationships, achieving 91% yearly account retention, and an average of \$125K in monthly revenue.
- Contributed 67% of the sales team's revenue in June, sourced from down-sells, cross-sells, and renewals.
- Heightened team performance by implementing daily stand ups, team outings, and crafting sales scripts and talk tracks.
- Collaborated with sales, operations, engineering, and marketing to facilitate product and system improvements.

Andela- Saas Development Outsourcing

Jan. 2019 - Jan. 2020

Mid-Market Sales Development Representative (Austin, Texas)

- Pioneered a LinkedIn Social Selling strategy which generated 48 discovery calls, \$42,050 in MRR, and 140% of quota.
- Leveraged Outreach.io, NetSuite and other tech products to generate leads and manage pipeline.
- Trained 35 sales reps on sales psychology and overcoming objections when presenting to C-level executives.

Knot Standard and Tom James Company- Luxury Retail

Sept. 2016 - Dec. 2018

B2C Account Executive (Austin, Texas)

- Achieved Presidents Club with an average of \$31,000 in monthly revenue and client referrals 11% above the company average.
- Spearheaded a cross-departmental team to address customer issues, reducing resolution time by 40%.

Row Marketing- Marketing Agency

Aug. 2015 - Aug. 2016

SMB Account Executive & Content Writer (San Marcos, Texas)

- Trained and onboarded 3 new sales interns on best practices for prospecting and cold calling 80 accounts per day.
- Awarded Sales Rookie of the Year by successfully closing the highest number of new clients in company history.
- Promoted from Content Writer to Account Executive within 5 months of employment.

EDUCATION

Texas State University

Aug. 2012 - Aug. 16

BBA Marketing, Professional Sales Concentration (San Marcos, Texas)