

# Casey Lisak

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Seattle, WA

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## Career Profile

**Sales Executive** with over 5 years of software sales & account management and over 4 years of web development experience looking to grow a new book of business in Seattle. Career successes include **growing a startup company revenue** over \$3 million over 3 year, consistently **exceeding sales goals** by 120% (2014-2015). Recognized as the **top sales executive** (out of 12) for 3 quarters (Q3 2014 - Q2 2015) by hunting new business and nurturing existing clients. Collaborated with VP of sales to create an updated sales deck, and proposals that continue to generate millions of dollars in revenue. Individually sold and managed over \$1.2 million in digital media, SaaS, and cloud services for 2018 by building strategic partnerships and **managing technical sales** for [Panoskin](#), a virtual tour SaaS.

## Work Experience

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[Affirma Consulting](#) is a full service consulting agency focused on delivering customer satisfaction with Microsoft tools.

### Technical Account Executive

Seattle, WA

01/2019 - Current

- Negotiated and closed sales contracts valued over \$200,000 in 2 months.
- Crafted a marketing plan and collateral to optimize inbound leads, increase organic traffic website and conversion rate.
- Built an app to connect internal CRM to sales presentations. This created consistent sales presentations, pulled case studies from a database, and creates proposals in minutes rather than hours.

[LCP360](#) is a Google trusted partner and content marketing agency providing virtual tours for Streetview, photography, and video.

### Sales and Marketing Consultant

Seattle, WA

09/2017 - 12/2018

### Sales Executive

Chicago, IL

02/2012 - 09/2015

- Consistently exceeded daily sales call goals (100+) and cross sold supplementary products in client meetings.
- Negotiated and closed sales contracts valued over \$250,000.
- Built a network via cold calling, networking events, and previous client engagements.
- Managed multiple accounts portfolios across healthcare & multi-family industry via Salesforce.
- Prospected and managed a high volume sales pipeline and delivered the same attention to all accounts.
- Confidently delivered use cases, sales presentations, and product demonstrations to marketing managers, CMOs, and CIOs.

## Education

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Loyola University Chicago **BA Accounting & International Business**

2006-2009

## Activities

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- Wordcamp [2017](#), [2018](#), and [Content Jam](#) organizer/ volunteer.
- Co-organizer for the [Seattle Web App Dev Meetup](#).
- Google certified photographer & Google Analytics certified.
- Speak fluent Polish and conversational Spanish.