

RODERICK LOGAN

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Innovative and customer-centric leader with a commitment to driving growth and productivity. Results-orientated marketer with seven years of experience in direct marketing, sales, and business development. Proven record of increasing sales and reducing costs in the rapidly developing technology sector.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

University of California, San Diego, CA
September 2012 - July 2014

BACHELOR OF ARTS IN MARKETING MANAGEMENT

University of California San Diego, CA
September 2009 - July 2012

KEY SKILLS

- Leadership
- Tactical Market Planning
- Public and Media Relations
- Key Partnership Development
- Sales Development

CERTIFICATIONS

- American Marketing Association Professional Certified Marketer - June 2018

PROFESSIONAL EXPERIENCE

DIRECTOR OF SALES AND MARKETING

ABC Technologies, San Diego, CA
April 2018 - Present

- Increased customer retention to 96% by designing a new multipart program that merged excellent customer service, follow-up calls, and loyalty rewards
- Coach a six-person sales team to manage daily sales operations with minimal supervision
- Negotiate deals and manage relationships with key clients
- Track sales performances and implement data-driven improvements

MARKETING MANAGER

Rewards Technologies,
Los Angeles, CA
September 2012 - April 2017

- Secured distribution of data products to several national technology store chains
- Increased revenue and customer interaction through social media channels
- Developed and executed goal-orientated sales plans for the California market
- Ranked No.1 in sales and awarded multiple sales executive of the year awards