


DEVIN ACOSTA


Recent marketing graduate moving from a BDR seat into account management. Comfortable on the phone, in Salesforce, and on QBR slides. Looking to own a small book and grow it.

CONTACT

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KEY SKILLS

- Salesforce, Apollo, Outreach, Google Workspace
- Cold calling and discovery
- Renewal outreach
- Order management and pricing
- Customer onboarding

PROFESSIONAL EXPERIENCE

JUNIOR ACCOUNT MANAGER | HALVERSON PRINT & PROMO, COLUMBUS, OH
MAY 2023 – PRESENT

- Own a book of 28 small business accounts spending between \$4K and \$30K a year on promotional products.
- Hit 108% of a \$185K renewal target in my first full year by setting standing quarterly check-ins with every account.
- Re-activated 11 dormant accounts in the first six months by running a targeted email and call sequence.
- Handle pricing approvals, order escalations, and credit memos with the operations team.

BUSINESS DEVELOPMENT REPRESENTATIVE | HALVERSON PRINT & PROMO, COLUMBUS, OH
MARCH 2022 – JUNE 2023

- Booked 18 to 22 qualified meetings a month for two senior AMs through cold calls and LinkedIn outreach.
- Built prospect lists in Apollo and kept Salesforce data clean enough to pass weekly ops audits.
- Earned a promotion to Junior AM after four quarters of hitting meetings quota.

EDUCATION

- B.A. Marketing
The Ohio State University, University of North Carolina at Charlotte | January 2022

Salesforce Certified Administrator, 2024