

Bennett Canzone

BennettCanzone@gmail.com | 440-666-6224 | Cleveland, OH

PROFESSIONAL EXPERIENCE

Business Development Manager

TPI Efficiency | February 2023 – Present

- Responsible for full sales cycle, new business development, as well as managing >100 client accounts for product mix of energy contracts, efficiency projects, & sustainability solutions
- Utilized ZoomInfo and HubSpot CRM for sales marketing and A/B Testing, improving open rates by 30% and reply rates 20%
- Developed and maintained strong client relationships, serving as the primary point of contact and driving account growth, with numerous accounts bringing >\$100,000 in annual revenue to my firm
- Prospected and presented various >\$100k project proposals to C-Suite leaders
- Experience with end-of-sales process Contract Negotiation and Project Management
- Seamless communication and effective cross-functional collaboration with various internal departments
- Led client sustainability teams – Including Fortune 500 Companies - in development, planning, and achievement of sustainability goals
- Mentored and trained new sales hires on CRM best practices and proposal development

Achievements

- First in company history to achieve sales quota in first 3 months
- Recipient of Sales MVP & Company Core Values Awards

Marketing Manager

Ohio Organics & Nature | September 2021 – February 2023

- Research and identify target audience to create marketing strategy and sales plan for brick and mortar start up
- Utilized SEMrush to achieve content marketing SEO scores >95, along with tracking key products and events
- Assisted in the design and launch of new eCommerce website for products and events, increasing online orders and event registrations 50% in first three months
- Tracked and analyzed consumer behavior through Google Analytics to increase conversion rates on email marketing campaigns
- Drive loyalty and sales through creative marketing campaigns in times of COVID, Amazon shopping and other distinct challenges presented to brick and mortars

EDUCATION

John Carroll University – *University Heights, OH* | MBA with Marketing focus

Expected: December 2025

Coastal Carolina University – *Conway, SC* | BBA in Marketing, Minor in Real Estate Investing,
Recipient of Presidential Scholarship, Dean's List

SKILLS & CERTIFICATIONS

- **Marketing Platforms:** HubSpot, SEMrush, Google Analytics, ZoomInfo
- **Data Analysis & Optimization:** Campaign Performance Tracking, Market Research, Data-Driven Insights
- **Content & Brand Strategy:** Content Creation, Search Engine Optimization, Email Campaign, Social Media Marketing
- **Technical Skills:** Microsoft Office Suite (Excel, Word, PowerPoint), Adobe Photoshop, ChatGPT
- **Soft Skills:** Strong analytical mindset, excellent communication, ability to manage multiple projects simultaneously