

# Ivan du Plessis

Account Executive / Sales Consultant | 📍 Southeast Asia-based | Open to U.S. & Global Time Zone Roles  
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## PROFESSIONAL SUMMARY

Results-driven Account Executive with experience in B2B sales, SaaS demos, and digital marketing support. Skilled in cold outreach, client onboarding, and producing high-impact creative assets for multi-million-dollar agencies. Adept at managing multiple clients, optimizing campaigns, and driving measurable revenue growth. Seeking a remote role to close deals, deliver exceptional client results, and support scalable sales systems.

## WORK EXPERIENCE

### Digital Biz Leads

Atlanta, GA + Miami, FL

Account Executive

Jan 2023 - Present

- Produced 25 high-impact Facebook ad creatives daily (5 per client across 5 clients), including images, videos, and persuasive copy, enabling campaigns reaching tens of thousands of people.
- Collaborated directly with senior media buyers and clients to select top-performing creatives, optimizing campaigns for lead generation, engagement, and sales performance.
- Tracked creative performance metrics, refined messaging based on results, and implemented client feedback to increase engagement rates by 22% across active campaigns.
- Coordinated cross-functional feedback between clients and media buyers, reducing campaign revision cycles by 30% and accelerating time-to-launch for multiple campaigns.

### She Reigns Creative

New York, NY + California, CA

Account Executive / Lead Generation Specialist

Jul 2022 - Dec 2022

- Executed cold email campaigns and optimized sequences, improving reply rates from 3% to 5% through testing subject lines, CTAs, and messaging.
- Managed inbox, appointments, and outreach for 10,000+ prospects, increasing qualified bookings by 35% in six weeks.
- Developed internal response templates and FAQ resources, reducing average response time by 40% and enhancing client engagement.

### Whatagraph

Vilnius, Europe

Account Executive / Tech Sales

Jan 2022 - Jul 2022

- Delivered 5+ SaaS demos daily to APAC marketing agency owners, increasing closed deals by 20%.
- Managed follow-ups and client onboarding via CRM, reducing deal closure time by 30% and improving customer satisfaction.
- Trained new clients on platform features, cutting post-sale support requests by 25% and improving adoption.
- Built and maintained a pipeline of 100+ prospects per week using CRM and outreach tools, consistently exceeding weekly demo targets by 20%.

### Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Marketing Operations Specialist

Jan 2010 - Dec 2021

- Managed 15 sales staff across 10 showrooms, achieving a 25% year-over-year revenue increase.
- Developed training programs and SOPs for sales, manufacturing, and installation teams, improving average transaction value by 25% and ensuring smooth operations across multiple locations.
- Oversaw client relationships and high-value transactions, increasing referral leads by 15% and retention by 20%.

## SKILLS & SYSTEMS

- **Sales & CRM Tools:** Salesforce, HubSpot, GoHighLevel, Pipedrive, Instantly, ActiveCampaign
- **Marketing & Creative Production:** Facebook Ads, Canva, Video Editing, Copywriting, Funnel Optimization, Lead Generation
- **Collaboration & Productivity:** Slack, Zoom, Google Workspace, Microsoft Office, Calendly
- **Core Competencies:** B2B Sales • SaaS Demos • Cold Outreach • Campaign Optimization • Client Onboarding • Revenue Growth
- **Soft Skills:** Persuasion • Negotiation • Communication • Problem-Solving • Time Management

## CAREER GOAL

To join a results-driven sales team as an Account Executive, leveraging my expertise in B2B outreach, creative campaign production, and client relationship management to consistently drive revenue and deliver measurable results