

Ivan du Plessis

Account Executive / Sales Consultant | 📍 Southeast Asia-based | Open to APAC & EMEA Time Zone Roles

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PROFESSIONAL SUMMARY

Results-driven Account Executive with experience in B2C and B2B sales, inbound lead qualification, SaaS demos, client onboarding, and consultative selling. Skilled in managing qualified leads, discovery, demonstrations, follow-up, and client relationships. Adept at identifying key needs, recommending solutions, and driving sales. Seeking a remote Account Executive or Inside Sales role converting qualified leads and delivering results.

WORK EXPERIENCE

Digital Biz Leads

Atlanta, GA + Miami, FL

Meta Ads Creative Specialist | Campaign Support Specialist

Jan 2023 - Present

- Collaborated with Meta Media Buyers to produce 100+ ad creatives weekly across multiple client verticals, supporting lead-generation campaigns designed to attract qualified leads for inbound sales teams.
- Researched client offers, target audiences, and top-performing ads to create messaging and creative concepts aligned with lead qualification, customer acquisition, and sales conversion objectives.
- Supported the customer acquisition funnel from advertising to lead forms and qualified lead generation, developing a strong understanding of the process that feeds inbound sales and Account Executive teams.

She Reigns Creative

New York, NY + California, CA

Lead Generation Specialist / Inbound Sales Support

Jul 2022 - Dec 2022

- Supported lead-generation campaigns and prospect communication, helping generate qualified bookings and move interested prospects through the conversion process.
- Managed prospect follow-ups, appointment scheduling, and lead communication, supporting the transition from qualified lead to sales conversation.
- Developed response templates and FAQ resources to improve lead response times by 40%, supporting consistent prospect engagement and conversion.

Whatagraph

Vilnius, Europe

Account Executive / Tech Sales

Jan 2022 - June 2022

- Conducted 5+ SaaS product demos daily with marketing agency owners across APAC, identifying business needs, presenting tailored solutions, and achieving a 25% close rate.
- Managed prospect follow-ups and client onboarding through the CRM, supporting opportunities throughout the sales process and reducing deal closure time by 30%.
- Built strong client relationships through consultative selling and personalized product training, reducing post-sale support requests by 25% while improving customer adoption and satisfaction.
- Consistently exceeded weekly demo targets by 20%, maintaining a full calendar of product demonstrations and follow-up calls with prospective customers.

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Marketing Operations Specialist

Jan 2010 - Dec 2021

- Managed consultative showroom sales across 10 locations, leading a team of 15 sales consultants while achieving a 25% year-over-year increase in revenue.
- Conducted client consultations, needs discovery, product presentations, and tiered pricing discussions for high-value kitchen projects, helping customers select solutions aligned with their needs and budgets.
- Built and maintained long-term client relationships throughout the sales process, contributing to a 15% increase in referral business and a 20% improvement in customer retention.

SKILLS & SYSTEMS

- **Sales & CRM Tools:** Salesforce, HubSpot, GoHighLevel, Pipedrive, Instantly, ActiveCampaign
- **Sales & Account Management:** B2B Sales, B2C Sales, Inside Sales, Consultative Selling, Lead Qualification, SaaS Demos, Client Onboarding, Pipeline Management
- **Marketing & Creative:** Facebook Ads, Canva, Copywriting, Funnel Optimization, Lead Generation, Campaign Optimization, Landing Page Design, Conversion Optimization, Audience Research, A/B Testing
- **Collaboration & Productivity:** Slack, Zoom, Google Workspace, Microsoft Office, Calendly
- **Soft Skills:** Persuasion, Negotiation, Relationship Building, Problem-Solving, Time Management

CAREER GOAL

To build a long-term career as an Account Executive, leveraging my experience in B2B and B2C sales, inbound lead qualification, consultative selling, product demonstrations, and client relationship management to manage qualified opportunities, guide prospects through the sales process, close business, and deliver exceptional results.