

Preston R. Odenbrett

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Objective: Innovative and persistent with proven technical and people skills. A

customer-oriented professional able to self-motivate for increased productivity and commitment under stressful and challenging circumstances.

2013-Present Smash Solutions and Skyline Webcams

Independent Certified Partner

- Developed business strategy for business owners using online web-based tools.
- Opened new markets in strategic locations world-wide.
- Elite Team member with some of the top leaders on the team World-Wide.
- Business development and creation input of new products/services.
- Beta tested site for use -ability and reporting any bugs to the system for IT department.
- Developed larger accounts for strategic partnerships.

2012-2013

Profit Clicking

Virtual online only

Business to Business SM and Customer Support/Trainer

- Social Media Moderator – helped members across 30 social media platforms, followed up with new members.
- Welcome Room- Moderator- helped members in 24/ 7 virtual room with questions about programs.
- Welcome Room Moderator Trainer- 2hour Training sessions to help moderators with challenges and learn the new website and how to explain it step by step to members.

2011- Present 1st Kings 17

Cottage Grove, MN

Owner

- Created and Developed Website for clients in Florida
- Created Facebook, Twitter and YouTube channels
- Implemented Creative Strategies for Social Media
- Created Logo and Design of Website and content
- Set up email and other backend strategies

2009-2011

Apex Marketing Concepts/Promobond

Maplewood, MN

Business to Business Sales Development

- Prospected over 1,000+ businesses in the Rochester and the Twin Cities.
- Set-up meetings with potential clients for review of program
- Met with potential clients when partner was not available
- Kept database of owners, followed up about monthly publication / Advertising
- Communicated with potential client of the benefits of working with us
- Collected payment and paperwork
- Advised client on other services we provided
- Created both content for both our business website as well as our pubic website
- Researched new and different ways we can service our clients through social media/features
- Created ideas for both the clients and partner on how to create long lasting relationships

2007-2009

RBS (Royal Bank of Scotland) Worldpay

Atlanta, GA

Account Executive

- Prospected Businesses daily by visiting face to face. Created awareness of our program and the benefits to look at this as an alternative to their current vendor of credit card processing services
- Over 700% over quota, creating new larger business to business deals for the company
- Helped with questions and concerns of current clients and or prospects and team members
- Worked mainly with the owner of the company or the CFO

- Was on average saved each client over \$200.00/ month on these costs
- Some clients realized a savings over \$1,500 / month or \$18,000/ year
- Many business to business clients are producing over \$1,000,000/ month in volume for the company

2005-2007 Haworth & Company Ltd. West. St. Paul, MN

Business Developer for Accounting Services

- Created money/time saving processes for internal and external communications with prospects and clients resulting in over 20% of new awareness for our services
- Created "out of box" planning for securing new clients by networking events/ groups and co-op letters to small business owners while creating new revenue streams resulting in over 35% new clients
- Communicated with CEO/Business Owners/ Scheduled 5-8 appointments/week for business director(s)
- 70% of appointments were seen weekly, closing from business director 35% resulted in over 100k in sales

2002-2005 Keystone Computer Solutions, Inc. Maplewood, MN

Business Developer for Tech Services

- Inside and Outside Sales
- Created unique processes for lead generation for the technical division / set 3 – 5 appointments weekly
- Secured permission to over 300 companies to receive a self-created business email newsletter from us
- Created marketing materials (Brochures/Website/Newsletters for prospecting, follow up and sales process and procedure

1999-2002 Marcon International/ Tradex Minneapolis, MN

Telecommunications / Assistant Broker/ Sales

- Inside and Outside Sales
- Created leads for the brokers/ set 5 appointments/ week resulting in over \$1500 /week in new sales
- Helped create over \$100,000 / monthly transactions between members on a local and national level

1999-2002 12/04 PRO Marketing International Vadnais Heights, MN

Business Owner/ CEO \$60k in new sales (1st Year in Business)

- Created over 100 web sites for small to medium sized business in the first years of business
- Created web-based solutions that looked at business process and simplified them
- Helped develop ideas for E-commerce solutions for the small business

1997-1999 FutureNet Inc. St. Paul, MN

Account Representative Manager/ IC

- Created over \$100,000 in sales for the company, helped assist new representatives on sales techniques. Assisted owner with staff and company meetings
- Provided basic web design using Front Page Microsoft for over 100 clients- self taught
- Created a process of tracking potential clients for future sales

1993-1997 Metro Super Saver- Market America St. Paul, MN

Independent Contractor

- Sold advertising space to 200 clients/ month using a discount coupon paper in multiple locations.
- Cold-called local business owners, collected overdue invoices, helped with ad design, content
- Calculated hard costs of printing, designing paper and bi-weekly determined profit after expenses

1992-1993 Sales Representative / IC for TV Fanfare
Bloomington, MN

Skills

- Self-starter and quick learner

- Highly motivated – High energy
- Great communication skills with clients, co-workers, sub-contractors
- Problem solving ability- looking at the problem in a unique way
- Creative, always looking for unique approaches and creative new solutions
- Telemarketing sales / communication- cold-call expert
- Outstanding Customer service
- Detailed in researching clients and their wants and needs
- Proficient user of multi-line telephones, copier, printer, fax, calculator, adding machine, scanner, digital camera, IBM systems, MS FrontPage, MS office suite, Goldmine and other database programs.

Education

1991-1993 Bethel College, Arden Hills MN
Completed 2 years of college majoring in Marketing & Business

1989-1990 US Army Reserve, Fort Snelling, MN
Successfully completed Basic and achieved 2 MOS qualifications

Professional Experience

- Former board member of AMA in college(American Marketing Association)
- President of Maplewood Chapter of the Grapevine Network- Award of Networking Excellence 04
- Co-lead medical mission trips to Honduras with spouse yearly since 1999