

# HEATHER HARPOLE

Dallas, TX | 501-765-2061 | heathereliseharpolebusiness@gmail.com

<https://heatherharpole.com/> <https://www.linkedin.com/in/heather-harpole/>

## OBJECTIVE

Results-driven sales and marketing professional with a proven track record of exceeding targets and building strong client relationships. Seeking a challenging role where I can leverage my strong work ethic and expertise to drive revenue growth and achieve success.

## SKILLS

- Cold Calling
- Appointment Setter
- Highly Disciplined
- Lead Generation
- Negotiation
- Building Rapport
- Phenomenal Communication Skills
- Go-getter
- Strategic Planning
- Relationship Building

## EXPERIENCE

### Social Media Strategist

Heather Harpole - Dallas, TX and Los Angeles, CA

January 2020 - Current

- Manages a portfolio of over 25+ high-value clients, ensuring exceptional service delivery that ensures 100% retention and drives a 25% revenue increase
- Consistently sets 5-10 meetings per week through proactive outreach, successfully closing multiple contracts totaling over 5 million dollars in sales
- Produces high-impact photo and video content for realtors, interior designers, lifestyle brands, and models aligning content strategies with sales objectives to enhance brand visibility which resulted in an increase of 20% in sales
- Strengthens client relationships by conducting needs assessments, effective communication, and delivering tailored solutions, fostering long-term loyalty
- Boosts client Yelp and Google Reviews significantly through SEO enhancing brand credibility, which resulted in increased sales
- Leverages strong partnerships with top talent and agencies to unlock new revenue streams and expand market share, contributing to overall business growth

### Mobility Sales Executive

AT&T - Dallas, TX

May 2025 - August 2025

- Worked directly with small to mid-sized businesses to understand their operations and provide personalized mobility solutions
- Prospected leads through Salesforce and tracked progress through Outreach.io
- Completed 65+ cold calls per day, pursued email outreach, and leveraged social networking, ultimately exceeding monthly sales targets and performance goals
- Presented products to customers to improve their efficiency and increase ROI
- Managed the full sales cycle from first contact to close, building strong relationships and earning trust with every client

### **Showroom Sales Consultant, Intern**

Walker Drawas - West Hollywood, CA

July 2023 – December 2023

- Convinced celebrity stylists through persuasion to showcase our brands on their clients, increased not only brand awareness but generated millions of dollars for the company
- Provided excellent customer service, professionalism, and work with high-end luxury brands
- Tracked thousands of dollars of inventory and coordinated with vendors
- Developed target lists for high-profile events and cold called celebrity stylists to bring celebrities to the events. The events included the Oscars, Grammys, and MTV awards, ensuring strategic alignment with brand exposure goals and sales opportunities
- Demonstrated relentless persistence and adaptability in high-pressure environments, effectively engaging with strong personalities and leveraging dynamic sales techniques to upsell and close deals with a diverse range of clients

### **Marketing and Sales Development Representative, Intern**

Girls Crew - Los Angeles, CA

October 2022 – March 2023

- Created high-converting photo and video content for an industry-leading jewelry brand, directly driving a 25% increase in sales and enhancing brand engagement
- Optimized digital ad performance through A/B testing and campaign management, generating 35 qualified leads per month and increased conversion rates
- Successfully pitched and presented campaign initiatives to C-level executives at Disney, Marvel, Squishmallows, Star Wars, and Care Bears, securing strategic brand partnerships and revenue opportunities
- Negotiated earned media placements with journalists, saving the company \$40,000+ in advertising costs while increasing brand visibility and inbound leads
- Responded to 50-150 comments and DMs per day to ensure multiple meetings booked
- Developed and presented sales PowerPoint presentations/proposals alongside team members to prospects to exceed monthly sales goals

### **Executive Assistant and Cold Caller, Intern**

Price Latimer Interiors - Los Angeles, CA

March 2022 – September 2022

- Coordinated calendar meetings, actively booked and participated in sales meetings, and ensured high levels of productivity and operational excellence
- Built strong vendor partnerships through strategic negotiation, boosting sales, increasing profits, and driving repeat business
- Developed a high-value target list of 350+ vendors in the home improvement and interior design industry, successfully scheduling and conducting strategic sales meetings across Southern California to expand market reach
- Drove over \$50,000 in sales as Assistant Production Manager for the Chloe Sells Art Show, utilizing cold outreach to vendors and press to increase event visibility and boost artwork sales

## **EDUCATION**

### **Bachelor of Arts - Digital Marketing**

The Fashion Institute of Design and Merchandising

Arizona State University - Los Angeles, CA

2024