

HEATHER HARPOLE

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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
- Photo and Video Content Creation
- Building Rapport
- Phenomenal Communication Skills
- Go-getter
- Strategic Planning
- Relationship Building

EXPERIENCE

Social Media Strategist and Photographer

Heather Harpole - Little Rock, AR, Dallas, TX, 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

Interior Design Assistant and Photographer

Trish Walker - Little Rock, AR June 2026 - Current

- Collaborates on residential and commercial interior design projects, delivering tailored design solutions that align with each client's vision, lifestyle, and budget
- Produces high-quality photo and video content that showcases project progress and completed spaces, strengthening brand presence and increasing website engagement
- Advises clients on furniture, artwork, decor, and space planning, building trust while driving product recommendations and sales
- Builds client relationships through personalized consultations, helping customers seamlessly incorporate existing furnishings or new design selections

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

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

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 Marketing Assistant

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