

## SALES EXECUTIVE CLOUD SERVICES

Experienced sales executive and businessman with a track record of building companies from start-up through to profitability. Ability to merge complex technology, sales and operations together that result in meeting or exceeding corporate goals and objectives. Committed to performance excellence and the highest level of business integrity. Core competencies include:

***Business Branding & Identity Development - SaaS Sales - Customer Needs Assessment - Sales Management - New Business Development***

***Account Management - New Account Targeting & Qualifying - Client Relationship Management***

***Revenue & Profitability - Goal Attainment - Marketing Presentations - Lead Generation & Follow-up***

***Web Design & Development - eCommerce Initiatives - Social Media Advertising***

**Technical:** Microsoft Office Suite (Word, Excel, PowerPoint, Access SharePoint, OneNote, Outlook), Apple Mac Servers- BMC Davinci - Cent OS Linux – CPanel & WHM - Final Cut Pro – Logic – Phase 1 Capture One - Ubuntu Linux, CMS, ProTools, Salesforce CRM, Mac OS, Adobe Creative Suite (Photoshop, Illustrator, InDesign); HTML, CSS. DNS Management WordPress, Joomla. Home Network Setup – Print Network Setup – PC & Mac System Installation, Setup & Trouble Shoot -

## PROFESSIONAL EXPERIENCE

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### CINEMATOGRAPHER / PHOTOGRAPHER / SOUND ENGINEER

2012—Present

*Commercial, Portrait & Wedding Photographer / Filmmaker*

Offer a variety of photography and cinematography to private individuals and commercial groups and businesses. Build revenue through referrals from satisfied clients. Portfolio available upon request.

- Achieved \$150k per year in revenue by meeting client’s personal or professional requirements. **XX**
- Manage photography, videography & sound design services for up to 1,000 participants at social events that include but are not limited to Corporate Events, Weddings, Bar/Bat Mitzvahs, Seasonal office parties, Birthdays, Anniversaries and Fundraisers.
- Account for unexpected weather conditions when shooting aerial or on (outdoor) locations.

### THE BUTCHER’S STEAKHOUSE - Allentown, NJ

2016—2018

*GM – Sales & Marketing Director-Kosher*

General-managed and directed marketing for clientele preferring kosher cuisine. Managed interviewing, hiring and training 20 (front of house) and 8 (back of house) employees.

- Increased net profit from \$600K per year to more than \$1M by:
  - Updating the menu selections and improving social media advertising on Google, Facebook, Instagram, LinkedIn and GroupOn.
  - Monitoring and minimizing spoilage by using products first-in, first-out.
  - Working with wholesalers to secure best pricing and payment terms.
- Maintained an up-to-date menu according to daily and holiday kosher dietary requirements.

### iDigiWeb TECHNOLOGIES - New York, NY / Las Vegas, NV

2009—2016

*Co-founder / Vice President of eCommerce / eCommerce Sales Manager*

Managed a B2B company that provided custom web development / e-commerce (to buy online) for educational institutions, hospitality and medical (physicians and medical facilities).

- Increased client base from zero to more than 300 through referrals from satisfied clients.

- Collaborated with business owners in setting up online stores according to business plans.
- Created and implemented a catalog to sell on Amazon and EBay platforms.

**MARTIN AREILI**

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**JUDAICA KINGDOM, LLC - Israel &**

**2009—2014**

*Co-founder / Sales Manager / Senior Buyer*

Created and managed the start-up and development of an online store for purchase of handcrafted silver manufactured and imported Judaic and Israeli art. Directed all activities from interviewing and negotiating contracts with artisans to building and developing the entire company website.

- Worked with more than 500 artists and manufacturers to photograph, display and feature goods on company website..
- Created entire website, including writing copy, photographing and designing/displaying of items.
- Categorized online gallery by product: holiday, jewelry, (pendants, necklaces, Kabbalah items), household silver (candlesticks, menorahs), Shabbat items (tableware, candlesticks, Kiddush cups, challah boards and covers); personal (prayer shawls, yarmulkes).

**Previous Experience:**

Sales & Regional Manager: Millennium Moving & Storage - Los Angeles, CA 2002

CEO & Founder: Galaxy Computer - Teheran, Iran 1993-2001

**EDUCATION**

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**Associate Degree, Computer Network Development, Isiran Technical College -  
Coursework: Computer & Information Sciences, Santa Monica College, CA**

**CERTIFICATIONS**

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Sound Engineering- Musicians Institute, Hollywood, CA  
Network Administration (Novell, UNIX, Linux, WIN NT)  
Audi Brand Specialist – BMW certified ambassador

**LANGUAGES**

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Fluent in Farsi & English; Intermediate Hebrew