

R. MATT MARQUEZ

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Sales Account Executive and Leader

Results-driven and highly motivated Sales Leader committed to achieving bottom-line results while recognizing the importance of responsibility and accountability. Strong motivator and catalyst for success, excel at leading teams, developing sales strategies, and maintaining a consistent revenue stream. Expertise in building relationships, coaching, and driving performance while utilizing strong communication skills to collaborate effectively with internal teams and customers. My disciplined approach and strategy-focused mindset have led me to meet and exceed sales goals consistently.

CORE SKILLS

Client Engagement | Community Driven | Cross-Functional Collaboration | Customer Relationships | Forecasting | Innovative Solutions | Leadership | Prospecting | Sales Professional | Strategic Positioning

PROFESSIONAL EXPERIENCE

Account Executive - Membership Sales, Chicago Blackhawks - Chicago, IL Jun 2021 – Jun 2025

- Met and exceeded the \$1.21M Goal for the 2024-25 Season and the \$1.127M Goal for 2023-24 Season.
- Helped train and mentor colleagues, sales reps, and interns on best practices in social selling and building relationships with clients and those who have reached out via LinkedIn for mentorship.
- Exceeded \$1.2M in revenue for FY25 after surpassing a \$1.1M revenue target for FY24.
- Generated \$34,000+ revenue through cultivating productive partnerships with local unions.
- Hosted key prospects and loyal customers in premium areas regularly, bolstering client relationships and loyalty while utilizing self-prospecting initiatives and networking events to establish and nurture valuable community connections.
- Enhanced sales processes and operational efficiencies through implementing refined sales cadences within Salesforce.
- Provided mentorship and guidance to new hires and the inside sales team, facilitating professional growth and development while collaborating closely with management to develop and implement effective strategies and best practices, contributing to overall team success.

Asst. Director, New Business Development, Gary Southshore RailCats - Gary, IN Feb 2021 - Jun 2021

- Created \$120K+ in new revenue by negotiating multi-year Sponsorships with Jewel Osco, Alliance Steel, and Elite Amateur Fight League.
- Successfully prospected and managed the Elite Amateur Fight League (EAFL) lease agreement to host two annual MMA fights at the Steel Yard, diversifying the stadium's demographic and revenue streams.
- Interviewed and hired full and part-time roles, managed staff, onboarding, and training.
- Managed sales process, pipelines, and commission reports for full and partial season ticket plans, group, and sponsorship sales for the 2021 Season.
- Provided and supported training and mentoring for colleagues, sales reps, and interns on best practices in social selling and building relationships with clients.
- Managed all ticket operation-related functions, including financial reporting, inventory management, and database administration.
- Executed a comprehensive sales strategy encompassing season tickets, mini-plans, group packages, hospitality offerings, and corporate account management.

- Leveraged outside sales techniques such as lead prospecting, appointment setting, and community outreach to maximize sales opportunities.
- Cultivated and maintained relationships with sponsors, groups, and season ticket holders, prioritizing their satisfaction and loyalty.

Account Executive, Windy City Bulls - Hoffman Estates, IL

Nov 2018 - Oct 2020

- Led premium sales efforts, driving success for the Windy City Bulls Sales team.
- Focused on building and nurturing relationships with the local business community for mutual benefit.
- Delivered exceptional service and support for the premium season ticket holders, ensuring satisfaction and loyalty.
- Innovated by creating a virtual networking space during the COVID-19 lockdown to maintain engagement and strengthen relationships.
- Pioneered virtual meeting strategies during the COVID lockdown, adapting seamlessly to unanticipated remote work environments.

Account Executive Ticket Sales, Chicago Sky WNBA - Chicago, IL

Apr 2016 - Oct 2018

- Led the WNBA in full season, group, and renewal revenue for the 2017 Season.
- Regularly hosted top prospects and current customers in premium areas.
- Directed forecasting, planning, and goal-setting to meet monthly and yearly objectives.
- Collaborated across departments to drive initiatives like Pokémon Go Night, significantly boosting ticket sales.
- Revamped and optimized the 2017 Reading Program, enhancing its impact.
- Represented the organization at career fairs and participated in the recruitment process.
- Played a key role in sales meetings, facilitating successful deal closures.
- Build enduring client relationships through personalized service that exceeds expectations.
- Contributed to enhancing sales and service techniques for both B2B and B2C contexts.
- Actively engaged in Chicago Sky events to drive ticket sales, promotions, and sponsorships.
- Committed to continuous growth, stayed informed on evolving sales strategies, and up-to-date on industry best practices.

Transportation Logistics, U.S. Army National Guard - Iowa City, IA

Oct 2010 - Oct 2017

- National Guard service as heavy equipment transportation specialist

EDUCATION

Bachelor of Fine Arts in Business and Marketing Management

Entrepreneurship Certificate in Business Management

The University of Iowa - Iowa City, IA