

Connor Center

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Education

May 2017 University of Colorado, Boulder, Colorado
B.S. Strategic Communication / Advertising

Experience

July 2017 – Present **Field Sales Associate**
Omnicare- CVS Health, New York, New York

- Directly responsible for delivering on lead generation goals and key performance indicator targets within New York, New Jersey, Pennsylvania and Delaware
- Generated leads through a combination of networking, web-inquiries, onsite visits, appointments, and cold calling
- Tracked lead opportunities resulting from marketing campaigns. Took appropriate steps to review and report campaign effectiveness and takes appropriate action to follow-up on opportunities
- Completed 30-35 in person client meetings and 70-75 sales touches per week
- Successfully surpassed quota goals by consistently securing 2-3 new opportunities per week
- Established \$7.3M of revenue through qualified meetings
- Managed and attended the trade shows in assigned territory and assisted in the development of marketing materials

May 2016 – May 2017 **Commercial Marketing & Sales Associate**
Biosesix Inc., Boulder, Colorado

- Developed working knowledge of the Biosesix Lung Reflex solutions (Genestrat/Veristrat) that help improve outcomes for patients with non-small cell lung cancer (NSCLC)
- Conducted research to better understand patient needs and experience to develop effective marketing and strategic communication materials for the Biosesix company
- Designed the content used for Biosesix online marketing
- Created campaigns in collaboration with the sales and product development teams to increase product awareness through strategic content
- Analyzed “Salesforce” data to understand ordering patterns, developed territory maps, and provided data to commercial teams to assist in the improvement of strategic sales approaches

June 2013 – May 2016 **Student Athlete, Football**
University of Colorado, Boulder, Colorado

- Received full scholarship to be part of the University of Colorado at Boulder’s Division 1 Football team
- Participated in daily practice regimen to improve skills and capabilities required to build a winning team
- Developed the capacity to simultaneously manage school and intensive extracurricular activities
- Developed a professional ability to interact with media

Skills/ Citizenship

- Marketing: Customer outcomes-based marketing/ Opportunity analysis/ Territory mapping/ Marketing strategy/ Generating sales leads/ Data analysis/Commercialization
- Communication: Data formatting for sales teams/ Public speaking/ Content development for marketing
- Knowledge: Healthcare/ Pharmacy Services/ Life Sciences/ Medical Devices/ Personalized Medicine/ Molecular Diagnostics/ Genomics/ Biomarkers/ Molecular Biology
- Digital tools: Certified in Google Analytics and Excel/ Proficient in the use of CRM Salesforce, Microsoft & Google Cloud based word processing/ Corporate expense report processing
- Community citizenship: Colorado Buffaloes Volunteer at Children's Hospital Colorado