

WILLIAM DURAN

Sales and Marketing Professional

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Skills

Sales and Marketing

Sales and Marketing Strategy, Managing Distributed Teams, Consultative Sales, Pipeline Management, SEO/SEM, Technical Marketing, Drip Campaigns, Social Media Marketing

Taking Products to Market

UX | UI Design

User Research, Choice Architecture, User Flows, Wireframes, Interactive Prototypes, Web and App Design

References: Jon, New Ventures @ Northeastern University

"Will is smart and driven, equally comfortable in front of a data set and on the phone closing a sale."

Work Experience

Destination Dev Founder

Dec 2016 - Present
San Francisco

- Launched through Kickstarter raising \$55K in sales, putting us in the top 2% of KS projects
- Developed admissions strategy, processes, training, and onboarding of 2 sales reps, and managed cross-functional team of 7 both local and remote
- Led sales initiatives, KPIs, targets, and goals for the team, while supporting new recruits
- Coordinated and managed all admissions, legal, financial, and logistical aspects
- Developed marketing strategies **e.g.** SEO optimization, #1 for "coding bootcamps abroad"
- Worked with publications, and increased our presence by being featured in Forbes, Huffington Post, BBC Travel, Fast Company, as well as numerous podcasts, and blogs

Labora Today Founder

Sept 2015 - May 2017
Chile

- Took company from idea, to MVP, to commercialization
- Attended the prestigious accelerators StartUp Chile, and Parallel 18, receiving mentorship and raising over \$80k in government grants, and another \$20k in seed capital
- Designed the UX/UI for our platform, and worked with engineers to develop the product
- Managed a cross functional team of 10 (including 5 biz dev reps), and ensured we were reaching our milestones

New Ventures, Northeastern University Biz Dev + Marketing

Dec 2014 - Dec 2015
Boston

- Built sales playbook: Funnel, strategies, processes, KPI's, forecasts, quotas, script
- Presented initiatives to Northeastern management and worked with VP of New Ventures
- Reached out to over 500+ companies through email, phone calls, and in-person meetings to build our sales pipeline, bringing in 30+ clients including Fortune 500 companies
- Developed marketing and sales material including white papers, one pagers, briefs, infographics, and decks
- Executed inbound marketing strategies through digital multi-channel content marketing
- Conducted focus groups, in-person interviews, and surveys to test customer demand, and improve our product offerings

Kamylon Capital Private Equity Associate

Jan 2014 - Dec 2014
Boston

- Completed industry and company research to identify potential acquisition targets
- Contacted hundreds of CEO's via email, phone, and meetings
- Leveraged relationships with investment banks, and M&A services to generate deal flow
- Managed initial negotiations, paperwork (NDA's and financials), and LOI's.
- Conducted due diligence on several companies through research and financial models

CREAME - Incubator Junior Consultant

Aug 2012 - Sept 2013
Colombia

- Developed a tool used to evaluate the marketing strategies of 30 companies
- Evaluated the current state of a variety of companies, and selected which were ready to enter the stage of financing, and acceleration
- Constructed marketing and sales plans to be applied to startups we were supporting
- Went on site visits, and held KPI meetings with startups to discuss progress and deliverables
- Connected startups to investors, mentors, and domain experts at home and abroad

Moody's Analytics Biz Dev Intern

Jul 2011 - Jan 2012
New York

- Conducted industry and company research to identify potential clients
- Drove in C-level prospects through email & cold-calls, and assisted business development managers in follow up meetings
- Supported various transactions from start to finish, ultimately contributing to over \$200,000 worth of sales

Projects

Kairos Society

- Global entrepreneurship invite-only organization for exciting entrepreneurs under 26
- Global summits include Bill Gates Sr, Bill Clinton, Naveen Jain, Ellen Kullman, among other world leaders

ManUtd Boston

- Co-founded the largest Manchester United supporters group in America
- 2000+ members, 800 active
- \$55K added revenue in 12 months for our partner bar

MIT's D-Lab

- Worked with MIT's D-Lab to validate a product called the Leveraged Freedom Chair (LFC)
- Performed field trials, focus groups, and surveys

Education

Languages

English (Native)
Spanish (Native)
Portuguese (Intermediate)

Northeastern University,
D'Amore-McKim School of Business

Triple Major in
Marketing, Finance, and
Entrepreneurship
(2014)

Software

Salesforce
Hubspot
Microsoft Suite
HTML3/CSS5
Proto.io/Axure
Intercom/Help Scout
SPSS
Can type 90+ WPM
Buffer
Mailchimp
Sketch
Adobe Suite
Qualtrics
Ads Manager
Pivotal Tracker
Google Analytics
Slack
Mail Merge

"If you want to go fast, go alone. If you want to go far, go together."