

# Atlas Blake

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## SUMMARY

Multi-faceted business professional with a background in sales, startups and human centered design. An accomplished and results driven Sales executive with over thirteen years of experience in consultative sales, account management, business development and high-stakes negotiation involving both start-ups and leading sales organizations in multiple industries. Expertise in enterprise/SMB selling and new territory development. Six years of experience in hardware and software design, building and managing cross-functional teams from design, engineering and local/overseas manufacturing. Degrees in both Industrial Design (hardware) and User Experience design (software).

## CORE COMPETENCIES

Presenting to C-level executives and 1000+ crowds, Consultative Selling, Solutions Selling, Team Leadership, Key-Partnership Development, Complex Negotiations, KPI Tracking, Sales Cycles, Cross-Functional Adaptability, Industrial Design and most recently, User Experience Design.

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## EXPERIENCE

### Admar Agency — (AVP) Area Vice President of Sales | (UX) User Experience Designer

June 2019 - PRESENT

- Identified and developed business opportunities in multiple industries for web and app dev.
- Primarily responsible for revenue generation through strategic alliances with C-level executives and stakeholders. Utilized MEDDIC sales methodologies while prospecting and qualifying sales opportunities.
- Developed relationships with key decision makers and demonstrated the ability to take a qualified prospect through a complete sales/design cycle all while negotiating over the phone and in-person.

### Startup Grind — Chapter Director | Irvine, Las Vegas, West Los Angeles

June 2014 - November 2020

- Responsible for every aspect of planning and executing monthly events with 100+ attendees and revenues of \$10k via ticket sales and sponsors
- Developed and maintained mid -high level sponsorships from fortune 500 companies
- Presented on stage and interviewed C-level executives from top startup companies
- Internationally connected with over 3 million entrepreneurs in over 150+ countries

### Haven Coliving — Director of Community | Brand Strategy

May 2019 - June 2020

- Directly in charge of six properties and 176 members
- Head of marketing and sales. Successfully kept all properties full with a 20+ waiting list. 176 pods x

\$1000 = \$176K monthly revenue (pre-covid)

- Identified and managed all brand partnerships and activations on/off site
- Lead and directed the complete rebrand of Haven Coliving

## **Freelance — Head of Sales | User Experience Designer**

August 2018 - June 2020

- Designed in-depth user researched mobile applications
- Heavily focused on user research and creative strategies
- Successfully lead multiple design sprints and pivots for small to medium sized organization
- Responsible for all sales, marketing and cross-functional team management

## **Kurvana — Account Executive | Southern California , West Los Angeles**

August 2019 - January 2020

- Utilized Sandler and Solution selling methodologies to consult and sell products by establishing trust and developing relationships with prospect dispensaries
- Developed interpersonal relationships with 50+ dispensaries owners and buyers. Monthly sales between \$70,000-\$235,000
- Researched and analyzed all sales opportunities, and demonstrated the ability to close large/small accounts from start to finish

## **The Tribe Companies — Account Executive | Southern California , West Los Angeles**

January 2019 - August 2019

- #1 salesman 8 months running by using solutions based selling and building real value adding relationships and knowing how to pitch our products per client
- Went above and beyond for each client to ensure superb customer service and maximum sales per month

## **Intertek — Account Executive | Irvine, CA**

July 2018 - January 2019

- Utilized my industrial design background when pitching, testing regulations for consumer products and earn trust with fortune 500 executives
- Researched and strategized potential clients before cold calling small to large organizations. This allowed me to relate to their business and close more deals
- Attended conferences to prospect new leads and close deals onsite. 5+ deals closed per event

## **Design Faktion — Head of Sales| Industrial Designer | CEO | Irvine, CA**

February 2016 - June 2018

- Successfully built, launched and operated a small scale product design firm with cross-functional teams in design, engineering and with local and oversea manufacturing
  - Head of all sales, marketing and product development. Created and implemented all design systems and processes
  - Designed and developed 7+ products in multiple industries for startups, small to large orgs
  - Attended 3-4 events per week to acquire new customers. Negotiated and sold services from \$10K - \$60K
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## **TECHNICAL EXPERIENCE**

### **Skills**

MEDDIC Sales Methodology | Pitching | Closing Deals | Cold Calling | Communication Skills (Toastmasters, Emotional Intelligence) | Strategic Thinking | Creative Problem Solving | Negotiation | Goal-Oriented | Sales Management | Industrial Design | UX - User Experience Design | Strategy | Research | Wireframing | Usability Testing | Prototyping | App development

### **Tools:**

SalesForce | CRM's (ActiveCampaign, HubSpot, Bitrix24 & Jesubi) | Google Suites | Mac OS | Windows/Microsoft | Scrum (Asana/Trello) | Google Ads | Google Analytics | Facebook/Instagram Ads | Slack | QuickBooks | Figma | Sketch | Adobe Suite | Miro | Moqups | Whiteboard | Pen & Paper | 3D Modeling | Fusion 360 | Solid Works | Shapr3d for ipad | 3D Printing | Hardware/Software Prototyping

### **Soft Skills**

Listening | Empathy | Emotional Intelligence | Curious | Self-Aware | Gracious | Teamwork/Building | Work/Life Balance | Reading | Learning | Brainstorming | Relationship Building | Mentoring | Inspiring | Leading | Creating | Enjoying Life

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## **EDUCATION AND CREDENTIALS**

### **Interaction Design Foundation — UX Design | Product Management**

March 2020 - Present - Continuous Education

### **General Assembly — (UX) User Experience Design**

July 2020 - October 2020

### **Action Coach Global — Business Coach Training**

May 2018

### **IDEO-University — Human Centered Design | Leading for Creativity**

June 2017 - Present - Continuous Education

### **Art Institute of California, Orange County - Bachelors of Science, Industrial Design**

2014 - 2017