

# MAURICE A HINES JR

## Marketing and Sales Director



Results-driven professional with 10+ years experience in B2B/B2G/B2C for software, SaaS, RFP procurement, IT services, digital marketing, recruiting, & e-commerce. Expertise in key account management, strategic sales planning, & digital marketing optimization. Proven in driving revenue growth, enhancing brand visibility, & leading high-performing teams. Skilled in data analytics, client relationship management, & executing sales strategies. Highly capable at collaboration with executive leadership to increase company automation saving time and reducing costs, and discovering new revenue sources.

### EDUCATION

Regant University | 2024  
B.S. Marketing focused Technology  
NVCC | 2018  
A.S. Marketing focused Technology

### AWARDS & CERTIFICATIONS

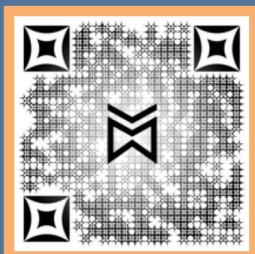
- Licensed P&C, L&H
- Google Ads Certification
- Google Analytics
- Facebook Ads Certification
- LinkedAds Certification
- Wordpress
- HTML, CSS, JS Certification
- Top Sales multiple times

### SKILLS

- High Emotional Quotient
- Fast & eager learner
- Skilled Teacher & Mentor
- Adept Communicator all levels
- Active listener & Observer
- Presentation & Audience Control
- Strategic thinker
- Decision Making
- Adaptability & Resourcefulness
- Collaboration & Team Building
- Ethical, logical & passionate

### WHY HIRE ME?

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or visit  
[www.mahjrmoves.com](http://www.mahjrmoves.com)

### EXPERIENCE

SENIOR FEDERAL TECHNOLOGY ADVISOR (ACCOUNT MGR.)

#### Konica Minolta Government Solutions

*Oct 2022 to Present*

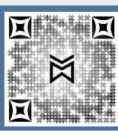
- Use GovWin to Managed & grew a portfolio of high-value federal government RFP accounts, achieving 95% customer satisfaction & 98% retention rate, & leading to a 30% increase in annual revenue.
- Developed & implemented strategic account plans, resulting in a 40% increase in client engagement & 35% revenue growth.
- Acted as the primary contact for Federal clients, addressing 100% of their needs promptly, & collaborating with internal teams to deliver customized solutions
- Successfully navigated the federal procurement process, securing a multi-year contracts worth over \$1 million & achieving an 18% company ROI placing me #1 in Fed Team sales and top 16 in the Mid-atlantic region.
- Conducted regular client meetings to review performance, gather feedback, & identify upselling & cross-selling opportunities, contributing to a increase in sales.
- Trained rookies sales reps on company procedures, compliance, systems & sales activities

DIRECTOR OF MARKETING AND SALES

#### InnoSci Technologies

*Jan 2022 to Oct 2022*

- Successfully marketed and sold B2B cloud software & mobile apps, leading to a 300% increase in annual revenue from new business via digital marketing campaigns, product presentations & demos.
- Negotiated with executive leadership on system designs, features, functions & communicated expectations & methods of programming to development team
- Developed & executed digital marketing campaign including a sales funnel, landing pages, and automation sequencing, on Facebook, Instagram, Google, & LinkedIn, resulting in a significant increase in lead generation, client referrals, and CTR.
- Spearheaded a client advocacy program, improving customer service & enhancing client engagement through annual client summits & showcasing innovative product features.
- Collaborated with internal teams to align design with business & technical requirements, improving system automation by 15% & reducing development time by 25% through user research & high-fidelity mockups.
- Initiated, managed, negotiated, & closed deals with multi-billion dollar organizations, contributing to a 40% increase in company annual revenue effective
- Create wireframes, prototypes, & high-fidelity mockups to visualize design concepts & ideate, develop, test & manage landing pages & website using HTML, CSS, & JS
- Managed a team of 3 sales reps, 2 marketing advisors, and one service rep



MARKETING & SALES BRANCH MANAGER

**Labor Finders**

Jan 2021 to Jan 2022

- Achieved increase in annual revenue from key accounts through strategic relationship building, and effective sales planning.
- Organized and led weekly recruiting summits at networking events and conventions, Developed a client advocacy programs, resulting in a 33% increase in employee referrals and positive increase in client engagement.
- Managed multiple branch locations, including staff management, financial, client location management, team performance, processed payroll, completed drug testing for new employees, completed background checks, and onboarding/training.
- Prospected and identified potential clients through various sales channels, conducted product presentations and demos, and managed the entire sales cycle, consistently achieving 120% of quarterly sales targets and a 50% conversion rate
- Ensure Federal, state and local HR compliance policies were adhered to, along with company policies.
- Analyze market trends and adjust business strategies to stay competitive.
- Conducted market research to identify new business opportunities and stay competitive.
- Managed a team of over 20 employees, and 3 off staff members, managed the office, office supplies, and compliance.

MARKETING MANAGER

**www.StackDeals.com**

May 2018 - Dec 2021

- Greatly contributed to the sale of the company to well known international e-Commerce company for an undisclosed amount
- Developed & implemented e-commerce marketing strategies, achieving increase in revenue, customer & acquisition/retention
- Led e-commerce Marketing Team to launch new product lines, promotional campaigns, loyalty programs, boosting market share and increasing customer traffic using geo-fencing, paid ads, influencers, and video content creation.
- Optimized digital marketing campaigns (Split testing, SEO, PPC, email, social media), increasing web traffic and conversions
- Negotiated with businesses to join e-commerce platforms, maintaining brand integrity and increasing brand awareness through content marketing and influencer partnerships.
- Redesigned company website, improving user experience and login session duration by 250%, and implemented a new CRM system to enhance personalized marketing strategies
- Executed email marketing campaigns with over a 35% OR and 12% CTR, and grew social media followers by 5,000% through content creation only.
- Collaborated with IT for site analytics and system security, identified affiliates, and optimized user experience with data-driven strategies, converting users from Shopify, Active Campaign, Sendinblue, Klaviyo and other competitors
- Developed testimonial procedures to increase reputation

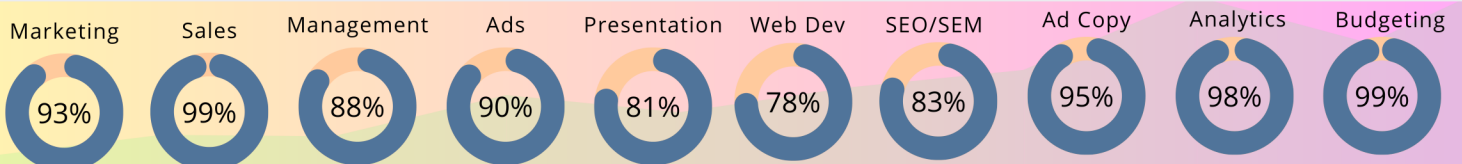
MARKETING SALES MANAGER

**Benefact Insurance Platform**

May 2012 - Dec 2018

- Developed & implemented comprehensive commercial sales strategies that increased annual revenue by 35%
- Conducted market research & analysis to identify new business opportunities & target markets
- Managed 4 employees, and \$4 million in Commercial and P&C accounts, conducted training & performance reviews
- implemented automation tools improving team productivity substantially
- Developed strong network in Inova hospitals, local clinics, Sentara, mortgage brokerages, real estate agencies, and law firms
- Oversaw the creation & execution of multi-channel marketing campaigns, resulting in a 40% increase in lead generation
- Utilized digital marketing tools, including SEO, PPC, & social media, to boost online presence & engagement
- Negotiated & closed high-value contracts, contributing to significant revenue growth
- Established & maintained strong relationships with key clients with daily automated and personalized outreach
- Developed & managed content marketing strategies and materials such as info graphs, videos, ads, charts, quizzes
- Email marketing campaigns average 7% OR and 17% CTR

**CORE COMPETENCIES**



Learn more about my work history and what it's like to work with me as an employee by visiting [www.mahjrmoves.com](http://www.mahjrmoves.com)