



# ROBBY CHOATE

## HIGHLIGHTS

- 10+ years experience in technology
- over \$20MM in technology sales
- variety of client size & vertical
- team player, proteus in technology

## CONTACT

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## SKILLS

### business development

- RFP and RFI - field and response
- creative solutions to client KPIs
- sales asset creation
- pitch team leader
- sales funnel creation & execution

### social media marketing

- platform capabilities
- marketing strategy & execution
- performance measurement

### user experience

- wireframes
- information architecture
- user testing & analysis

### project management

- web & asset development
- iterative environment
- integration with marketing

## CLIENTS

general electric  
 diageo  
 the wine group  
 hartz  
 facebook  
 estée lauder companies  
 realtor.com  
 cosmopolitan  
 citibank

## EXPERIENCE

### robbyux.com

principal

may 2016 - present

Launched in 2016, at robbyux.com we deliver simplistic yet high impact digital experiences. As a user experience designer and project manager. I design the client product delivering an intuitive information architecture and user interface, while my visual design and development team based in Bogotá, Colombia bring the product to life.

As the owner of the company, I am responsible for all sales, daily operations while managing client communication and projects.

### charter asset management

director, client relations

mar 2015 - jan 2016

My brief stint out of tech, at Charter Asset Management I lead the sales charge, creating and executing the outreach which included prospecting, sales funnel maintenance and a drip campaign.

During my time there we tripled the sales staff and doubled the year over year sales.

### brand networks

manager, business development

dec 2011 - sep 2013

Responsible for guiding the sales cycle - fielding the request, creating the pitch, delivering the pitch, contract management and often time manage the product build and delivery. I worked with multiple teams including account, insights, content, creative, development and media.

At brand networks I sold over \$10mm in digital assets and marketing services.

### bang & olufsen

sales manager

dec 2003 - aug 2007

During my time at Bang & Olufsen I was consistently the top sales person in my region, LA and DC. While in LA I was a top three salesperson in the USA each year.

Included to demonstrate my sales competence with multiple product types.

## EDUCATION

### George Washington University

photography

aug 2001 - dec 2005

### General Assembly

user experience design immersive

dec 2014 - feb 2015

## FOR FUN



softball



travel



tablet gaming



running