

John Henry A. Riccardi

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732-850-5478

Current Address:

5251 Catspaw Drive

Antioch, TN 37013

EDUCATION

The Pennsylvania State University

Smeal College of Business

Bachelor of Science in Marketing

4x Dean's List

University Park, PA

Class of 2020

G.P.A.: 3.55/4.00

WORK EXPERIENCE

Agency for The Performing Arts (APA)

Agent Trainee

New York, NY

February 2020–June 2020

- Successfully met and exceeded deadline requirements in regards to performing in-depth script breakdowns for agents to later be inserted into grids
- Scouted and compiled tracking reports on potential clients using quantifiable metrics to showcase the rise and fall of their public interest
- Created weekly schedules on over 20 standup comedy venues around NYC with 100 percent accuracy
- Printed and compiled casting grids ranging from 500 to 1,000 pages for agents to review
- Ordered and organized office supply orders in excess of 700 dollars weekly through W.B Mason
- Covered the desks of assistants and the receptionist
- Marked the status of projects on Production Weekly packets ranging from 20 to 40 pages utilizing "InEntertainment" software
- Printed and bound together scripts daily to deliver to agents
- Coordinated with the 5 other APA offices to setup daily zoom meetings for agents
- Time coded reels for clients
- Delivered and sent out mail for agents
- Helped track casting submissions of clients through the Oasis software

Home Advisor

Inside Sales Representative

Nashville, TN

March 2021-Current

- Completed the entire sales cycle process over the phone
- Effectively managed pipeline through appointments and following up with prospective clients
- Mastered the ability to overcome any and all sales objections
- Acted as one of the hardest working representatives by finishing with over 3+ hours of Talk Time everyday
- Finished with 16 sales in the month of June
- Participated in team meetings every single day
- Demonstrated a clear and thorough understanding of the product
- Conducted myself in a highly professional manner on every single phone call
- 2x Team MVP

Aircall

Sales Development Representative

Nashville, TN
October 2020-February 2021

- Booked qualified demos for the AE
- Prospected 10 new accounts (20 contacts) daily
- Learned how to prospect and find the ICP (Ideal Candidate Profile) for Aircall
- Minimum of 80 touches per day between calls and personalized email outreach
- Learned how to use LinkedIn Sales Navigator, Salesforce, and Salesloft in a timely manner
- Learned the process of selling and properly understanding how to qualify prospects over the phone / email
- Performed social selling outreach through LinkedIn
- Garnered information on prospects and logging notes in salesforce for later return dates
- Learned how to craft effective personalized emails to be sent to prospects
- Stayed in constant contact with my colleagues via Slack
- Manage a cadence consisting of emailing, calling, and social outreach
- Adapted to a quick onboarding process of 2 weeks
- Created excel spreadsheets to track the total prospects and opportunities created
- Learned rapidly in-depth product knowledge in order to adequately book demos

Artists First Management

Intern

New York, NY
May 2018–August 2018

- Matched up client's features and qualifications for prospective roles on Breakdown Express
- Performed complete TV and Feature Film script coverage for clients by giving them feedback and a comprehensive analysis of roles offered to them by production companies
- Helped track the casting submissions of the potential roles for clients
- Compiled industry analytics and reported them to the manager (TV Ratings, Trends in TV, Comparative Reports of the branding success of other actors and actresses in different countries)
- Provided phone coverage for the assistants
- Performed general office duties for the managers

SKILLS

- In-depth knowledge of performing script breakdowns and script coverages
- Proficient in Microsoft Office (MS Word, MS Excel, MS PowerPoint), Salesforce, Salesloft, Highspot, Chili Piper, ZoomInfo, LinkedIn Sales Navigator, Hunter.io, Slack, Betti
- Working productively in a fast-paced environment
- Ability to Sell (Cold Calling / Inbound Calls)
- Completing the Full Sales Cycle
- Staying highly motivated and focused in a remote work environment

CERTIFICATIONS

- SSD- Systematic Selling Dialogue Skills Competency Certificate
- London Film Academy- "Producing: Production Management Class"
- Salesloft End User Course and Exam