

Marcus Bell

Account Executive

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SUMMARY

Account executive with six years selling software as a service to mid-market companies. Closed \$2.4M in new annual revenue in 2025 at 128% of quota, with a full-cycle process from prospecting to negotiation in Salesforce.

EXPERIENCE

Vantage Cloud

Feb 2022 – Present

Account Executive, Mid-Market

Atlanta, GA

- Closed \$2.4M in new annual recurring revenue in 2025, finishing at 128% of quota and second of 14 reps.
- Built pipeline management habits in Salesforce that kept a 3.5x coverage ratio for eight straight quarters.
- Led the negotiation of a three-year, \$410K software as a service contract with a 2,000-seat logistics company, the largest deal in the region.

Fieldstone Software

Jul 2019 – Jan 2022

Sales Development Representative

Atlanta, GA

- Generated 340 qualified meetings in two years through outbound calls and email, 120% of target.
- Trained six new hires on the outbound playbook, shortening their ramp from four months to ten weeks.
- Improved account management handoffs with a shared Salesforce checklist, raising meeting-to-opportunity rate by 15%.

SKILLS

Sales: Negotiation, Pipeline management, Account management, Software as a service

Tools: Salesforce, Gong, Outreach, LinkedIn Sales Navigator

EDUCATION

Georgia State University

2015 – 2019

B.B.A. Marketing