

Pete Mathews

Proven, Enthusiastic,
Driven Account Manager
and Sales Consultant

SALES AND SALES MANAGEMENT SKILLS

- Solid sales track record
- Consultative sales experience
- Sales management experience
- Sales training
- Complex technical selling
- Client relationship building
- Business development
- Phone consultation skills
- Brand loyalty building
- Account management
- Event sales presenter

PRESENTER & TRAINER SKILLS

- Large group training coordinator
- Event planning and event management
- High-level event presenter
- Enthusiastic presenter
- Instructional designing
- Presentation designing
- Conference call host
- On-camera trainings
- Sales Trainer
- Complex Technical Trainer
- Ability to make the complex simple to understand

CONTACT

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412-448-7383
www.petemathews.net
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Career Highlights



Represented LG on
the Apprentice Show
with Donald Trump

One of two selected from a
world wide pool of LG mobile
Representatives.

[Click Here To Watch](#)

Consulted for LG on the
Today Show

Control your washer and dryer from
your mobile phone. I was on hand to
make sure all the tech worked.



Represented LG at CES
For 10 Years Straight

Awarded Best Rep In Show - 2012

23% Year over Year Growth

Increased year over year growth by up to
23% consistently in multiple companies.



#1 In the Nation

#1 position across the USA for
multiple sales contest in HP and LG.

Entrepreneurial Highlights

I built a profitable Pool Service and sold it
for a substantial profit in my mid twenties.

I ran a successful Bread route quadrupling
sales in my territory over a 4 year period.



“The way Pete represents
LG at events, his knowledge,
energy, and professionalism
in dealing with so many
people over many hours are
exactly what we need to
propel us to #1.”

Ehtisham Rabbani
VP of Marketing - LG

PROFILE

Highly creative, enthusiastic
trainer, effective relationship
builder, and marketing
strategist with a strong sales
and management record, seeks
unlimited earning potential in
an exciting remote work
position.

PROFESSIONAL EXPERIENCE



Account Representative
AMD Inc. | January 2017 - Present

Grew annual sales in my territory,
exceeding all key performance
indicators in 2019

Cultivate Loyalty

- Create and nurture strong
relationships within major industry
accounts (Best Buy, Staples, Office
Max, Costco)
- Maintain high satisfaction rates
while improving loyalty
- Influence key decision makers to
promote products containing our
processors and graphic cards

Business Development

- Increase revenue by managing
sales growth in my territory
- Target key areas of potential
growth
- Design and implement plans to
increase sales

Sales Training

- Turn complex technology into
easily understandable sales
training for front-line reps
- Demonstrate AMD technology
- Set up, market, and direct large
training events



Senior Product Specialist

LG Mobile | Jan 2004 - Jan 2015

Exceeded all key performance requirements during my tenure
resulting in **consistent 10% + increases** in year-over-year growth
within my territory; earned national recognition as a sales leader; and
was a go-to representative for high visibility publicity events

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MARKETING SKILLS

Free Traffic Strategist

- YouTube strategist
- Article and site ranking
- SEO (Search Optimization)
- SEM (Search Engine Marketing)
- Video ranking

Paid Traffic Strategist

- Video Ad strategist
- Google Adwords strategist
- Retargeting

Email Marketing Strategist

- Funnel campaign manager
- Copy writer
- Email funnel strategist
- Email funnel creation



VIDEO DESIGN AND RANKING SKILLS

- Full video production (sales, marketing, and trainings)
- Lighting, audio, and camera setup & design
- Video Editor
- Motion Effect Editor
- Video ranking and marketing
- Cartoonist
- Voice Over Artist
- Event Photographer
- Event Videographer
- Sound Engineer
- Sound effect and background music editor

Achievements (LG Continued)

- One of two selected from a worldwide pool of LG mobile reps in 2012, to **represent LG on The Apprentice Show**; demonstrated products to an audience of millions resulting in a **1000% + increase** in sales for the month the show aired
- Inspired the first sales dashboard, allowing managers and reps to easily compare their performances to previous months and to their peers
- Consulted for LG on the Today Show in 2013
- Earned the Most Valuable Rep award at CES 2013
- National Leader for several years in contests to increase enrollment into the LG retail training solution.
- **Promoted** from Product Specialist to Senior Product Specialist in 2010. This added Virginia and New York to my territory.

Sales, Training & Account Management

- Exceeded quota every year and was considered a sales leader
- Trained large audiences in my local community as well as at many national events
- Managed major industry accounts locally (Verizon, AT&T, Sprint, T-Mobile, Costco, Sam's Club)

Loyalty and Customer Service

- Developed strong loyalty in my territory
- Built strong relationships and increased satisfaction rates
- Served as brand ambassador locally and nationally

EARLY CAREER ACCOMPLISHMENTS



Account Sales Manager

HP Inc | Up Until 2004

Number one in the nation for multiple national sales contests; created sharp 18% + sales increases in specific months where my peers remained flat; exceeded all sales targets and performance metrics during my tenure

Achievements

- Increased sales by **24% for the quarter** due to two end-cap sales contests where I ranked number one nationally
- Increased year-over-year sales by up to **15% consistently** during my tenure
- Promoted from Account Representative to Account Sales Manager, giving me the responsibility of a team of account representatives and expanding my territory

Account Sales Management

- Create and nurture strong relationships within major industry accounts (Best Buy, Staples, Office Max, Costco, Sam's Club)
- Target key areas for potential growth
- Design and implement plans to increase sales

Loyalty and Customer Service

- Turn complex technology into easily understandable sales trainings
- Demonstrate HP printers, computers, and software
- Set up, market, and direct large training events

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SITE DESIGN SKILLS

- Website Designer
- Website management
- Wordpress (design and management)
- Wordpress security
- Wordpress SEO
- Graphic Designer
- Photographer and Photo Editor
- Content Writer
- Marketing Copywriter
- Content Marketing Strategist
- Amazon AWS (Lightsail, S3, Route 53)
- Google Analytics
- Coding experience (HTML, CSS, Javascript, Email Protocol, https setup, FTP)
- Google analytics and A/B testing

BUSINESS COMMUNICATION SKILLS

- MS Word and Google Docs
- MS Excel and Google Sheets
- MS PPT and Google Slides
- Google Forms and Google Apps
- Proficient with conference call systems
- Proficient with contact management systems
- Proficient with project management systems
- Type at 50 words per minute
- Customer service oriented
- Disciplined self-starter and remote worker

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PAST PROJECT HIGHLIGHTS



0 TO 45,000

Created a site for a client and with SEO moved it from 0 to 45,000 Unique visit (Free Traffic) in 3 months.

VIDEO EARNED A PRIVATE JET

Created a Video for a client that emotionally moved her recruiter to send a private Jet to pick her up! Her life has never been the same. [Click Here To Watch](#)



VENDING MACHINE MARKETING CAMPAIGN

Sales and marketing campaign that produced a vending route that has so far achieved \$226,000 gross income.

MILLION \$ POOL SERVICE

Established with sales and marketing a pool service route that went from Zero to \$252,000 in gross revenue over 4 years. It has now gone on to produce over a million \$ for its owners.



NOT SELLING TO SOLD

Created an advertisement for a client who could not sell his business. It was on the market for years. The advertisement produced hundreds of calls in days and it was sold in two weeks.

400% ROUTE INCREASE

Increased a 96,000/Year gross health food route to 384,000/year gross. A 400% increase over a 4 year period..



YOUR STORY

Let me help you create your story!
pete@petemathews.net

ENTREPRENEURIAL EXPERIENCE



MultiMedia Marketing Freelancer

PeteMathews.net |
October 2014 - Present

Contract consultative and freelance services oriented toward marketing, sales, and video strategies

Marketing and Sales Strategist

- Build effective marketing strategies to grow the customer base
- Strategize email marketing campaigns and manage lists

YouTube/Video Branding

- Brand creation, from idea to full campaign
- Creative and impactful video production
- Rank video on page one of Google and YouTube

Search Engine Management

- Create free traffic with SEO/SEM
- Set up Google Ads and retargeting campaigns
- Set up YouTube video ad campaigns

VOLUNTEER LEADERSHIP PROFILE

- For the past ten years, I have supported the Cystic Fibrosis Foundation, a disease that devastates our young children. I have donated and raised roughly \$28,000 for its cure.
- I lost his wife to Multiple Sclerosis four years ago. I took care of her as she became bedridden for nine years. My house became a hospital as I raised my young son and still managed to excel in my career. I now consult and encourage many people who are living in similar circumstances.

EDUCATION PROFILE

Bachelor Equivalent in Total Credits

Aeronautical Science | Pilot Certification

Embry Riddle Aeronautical University | Daytona Beach, Florida

Associates in Business Administration

RACC | Reading, Pennsylvania

Pete Mathews

MUSICAL / SOUND ENGINEERING SKILLS

- Guitarist
- Basest
- Drum Machine Programer
- Singer Song Writer
- Podcast Producer
- Video Sound Engineering
- Digital Music Track Engineer



MEET MY PARTNER

- She's My Stress Reliever
- My Creative Fix
- She Soothes My Soul
- She Gives Chills
- Surprises, Excites
- And Calms Me

My Guitar!

GALLUP STRENGTHS

- Learner
- Intellection
- Achiever
- Strategic
- Input



I became known as Hollywood Pete among the Pittsburgh cellular reps of Verizon, AT&T, Sprint, & T-Mobile.

Professional Development

Courses completed (Last 4 Years)

SEO/SEM - Organic Traffic

OMG Graduate

- Search Engine Optimization
- Search Engine Marketing
- How to Dominate the entire 1st Page of Google Adwords and YouTube Advertising - Paid Traffic

YouTube Traffic Mastery Graduate

Video Ads Crash Course Graduate

One Cent YouTube Ads Graduate

Retargeting Pixels Graduate

- Adwords, Youtube, and Facebook Retargeting

Media Buying

Media Buying 101 Graduate

- Pricing and Negotiation
- Banner and Landing Page Design
- Retargeting, Tracking, Testing, and Analytics

Social Media Marketing

Instagram Marketing Graduate

- Creating an Instagram Presence
- Successful Instagram Marketing Case Studies

Facebook Ads Graduate

- Facebook Ads 101
- Creating, Testing, Budgeting, Analytics

Email Marketing

Email Funnel Building Graduate

- Advanced Action-Triggered Response Systems
- Email Marketing Methods

Email Marketing Masters Graduate

- Case Studies From High Result Email Marketing Campaigns

Email Deliverability Graduate

- Self Hosted
- Return Path
- Best Practices to insure Deliverability

Speaking

Charisma Installed Graduate

- Learning the subtle art of Charisma

Voice Academy Graduate

- Voice Training For Speakers

Copy Writing

Hypnotic Storyteller Graduate

- How to capture and audience and keep them engaged

The Hollywood Story Method Graduate

- The story structure that aways captures and holds attention

Tiny Little Businesses Graduate

- How to deliver a story across multiple emails

+ Extensive Book List

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