



CONOR EUSTERMAN

WHY ME?

Sales and Account Management • Logistics Services Software • Consultative Selling Multi-Media Content Creation • Digital Marketing and eCommerce Development Social Marketing Management • Programming • Music Production

-  **WHY ME?**
-  **HIGHLIGHTS/SKILLS**
-  **EXPERIENCE**

A. Austin, TX

P. (832) 334-6531

W. c.euster@yahoo.com
www.ConorEusterman.com

EMAIL ME!

CORE VALUE

My unique mix of pragmatic business experience as a Fortune 50 global logistics services, software sales and account management exec to a manufacturing start-up co-founder doing hands-on digital marketing, e-commerce, multi-media development and programming gives me a deep appreciation for how to create real-world value and loyalty from the initial marketing contact through the full customer life cycle journey.



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✓ MY HIGHLIGHTS

MUSIC

Publish original work on digital streaming platforms, perform live, and provide recording, mixing and mastering services. Collaborate on projects with musicians world-wide to write and produce music, sharing skills, creating brands and digital media content using remote technology collaboration tools.

SALES

Won \$52 million Allbirds Inc. account for UPS. Identified the opportunity, formed and led a team of experts including technology, operations, international, and supply chain solutions, and created a winning proposal for UPS to become Allbirds' global logistics partner.

START UP

Co-founder, Digital Marketing and e-Commerce leader. Designed and developed brand, website, e-commerce back-end, operating production manual, and created demand marketing strategies and execution. Successfully launched product, have a patent pending, selling on multiple marketplaces.

👤 WHY ME?

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📄 EXPERIENCE

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SKILLS

Music – Logic Pro X, Guitar, Bass, Piano, Drums, Recording, Mixing, Mastering, DigiCo SD10 Mixing Console, Grand MA2 Lighting Console, Live Mixing
Digital Marketing – Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, InDesign, Dreamweaver, HTML, CSS, Bootstrap, Javascript, jQuery, Python, Django, SQL, Web Design, e-Commerce Platforms, Storytelling, Photography, Cinematography, MS Office, G Suite, Advanced Prezi
Practical – CPR, First Aid, Oxygen Certified, Travel Spanish

EDUCATION

The University of Texas at San Antonio 2010 - 2014

BA Digital Communications • Minor: Business Administration • Dean's List Student • Second Place UTSA Storytellers Competition
Founder and President of UTSA Long Boarding Club.

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MY EXPERIENCE

SALES | START UP | MUSIC

2015-2019

Account Executive, UPS, San Francisco, CA

Enterprise & Middle Market Insides Sales Representative, UPS, San Antonio, TX

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- Recruited, promoted by Managing Director of Sales to Financial District of San Francisco.
- Consistently overachieved targets – ranked top 5% of all UPS global sales in 2018, top 12% in 2017.
- Provided account management, sold new/recurring logistics services, software, supply chain technologies.
- Discovered, developed and led cross-functional account team to \$52M win at Allbirds, Inc.
- Accounts included: eBay, Kikkoman, AWS, Twitch.tv, Expedia, Niantic Labs, Oracle, Sennheiser, etc
- Salesforce.com expert, selected by management to train sales staff during roll-out/updates .
- Promoted to #1 Enterprise and Middle Market Inside Sales Teams at UPS, team sales target of \$10M per day. Responsible to grow new and existing customer UPS Small Package, Freight, Intl. business.
- Expertise in new business development using UPS consultative selling, customer research, solution development and implementation, and customer issue resolution methodologies.

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MY EXPERIENCE

SALES | **START UP** | MUSIC

2019-PRESENT

Co-founder, Marketing & Operations Leader, Sink Baubles, Houston, TX

- Built digital marketing e-commerce platform with Adobe Creative Cloud for manufacturing start-up.
- Create and manage social media and demand marketing content.
- Wrote company operations manual for inventory, production and logistics processes.
- Utilize analytics reporting to manage ad/marketing campaign effectiveness and ROI.
- Create social media ad campaigns with Facebook Ads Manager.

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MY EXPERIENCE

SALES | START UP | MUSIC

2014 - 2016

Production Coordinator Intern, San Antonio Stock Show & Rodeo, San Antonio, TX

- Reviewed artist tour riders, venue contracts and logistics plans for rodeo entertainment.
- Supported production, transportation, and security teams, created/coordinated daily production schedules.
- Provided personal assistance to Tim McGraw, Alan Jackson, Pitbull, Keith Urban, Kacey Musgraves, Rascal Flats, et al.
- Oversaw load-in and out of 2 artists a day, coordinating between artist personnel and AT&T Center production teams.
- Managed on site coordination of artist meet & greets, radio interviews, special events and requests.

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