

ZOE PHALEN

(678) 780-2257 · zphalen@comcast.net · www.zoephalendesigns.com · Atlanta Metropolitan Area

PROFESSIONAL EXPERIENCE

Phreesia

June 2024 - Present

Sales Development Representative

- Identified and engaged with potential healthcare clients through cold calling, email campaigns, and social media outreach to build a strong pipeline of qualified leads.
- Collaborated with Account Executives to schedule meetings, provide market insights, and support the sales process, facilitating a seamless transition from lead generation to sales closure.
- Served as a key training reference for new SDRs, providing guidance on sales techniques, best practices, and Phreesia's solutions to accelerate their onboarding process and enhance their performance.

Privacy Bee

September 2023 - May 2024

Mid-Market Account Executive

- Collaborated with internal teams, including sales engineers, product managers, and customer success representatives, to deliver seamless implementation and support experiences for clients.
- Skilled in building and maintaining a robust pipeline of qualified leads through proactive prospecting and networking efforts.
- Track record of successfully managing complex sales cycles from prospecting to closing, navigating through multiple stakeholders and decision-making processes.

Graphic Designer

- Produced engaging and user-friendly UI/UX designs for websites and mobile applications, enhancing user experience and driving increased interaction and conversions.
- Developed compelling business-to-business (B2B) design solutions for a diverse array of needs, including corporate branding materials, sales presentations, social media assets, email campaigns, and trade show displays.
- Played a pivotal role in establishing and evolving the visual identity and brand presence, creating innovative designs that captured the company's mission, values, and target audience.

Reins of Hope

August 2020 - May 2022

Content Director

- Developed and implemented social media strategies across Instagram and Facebook platforms.
 - Designed merchandise and collateral to enhance branding and engagement at live events.
 - Created and developed visually engaging web content to enhance user experience and support brand identity.
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EDUCATION

University of Georgia

May 2022 - May 2023

M.A. in Journalism & Mass Communications

- Completed coursework in Web Development, New Media Design, Digital Media Design & Aesthetics, and Native App Development.

University of North Georgia

August 2019 - May 2022

B.A. in English - Writing and Publication

- Co-authored an academic article published with the JUTLP, later presented at both the SoTL Summit and CC4 Collaborate22 International Symposium.
 - Completed coursework in Advanced English Grammar, Logic and Critical Thinking, Technical and Professional Writing, Intermediate Compositions, and Advanced Expository Writing.
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STRENGTHS AND EXPERTISE

Relationship Building
Prospecting & Lead Generation

Branding
UX/UI Design

Information Architecture
CRM Proficiency
