

BRE SHEEHAN

ACCOUNT EXECUTIVE | B2B SALES | BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Full-cycle B2B sales and account-growth professional with 15+ years in digital marketing, healthcare, veterinary services, and education. Career revenue sold exceeds \$13M, including 100+ documented recurring-service agreements representing \$3.0M+ in annualized contract value at EmoryDay from 2023 through 2025. Experienced in complex discovery, proposal development, objection handling, closing, pipeline recovery, client retention, CRM process design, and sales team coaching.

CAREER HIGHLIGHTS

- \$13M+ in career revenue sold across recurring B2B services, private-pay healthcare, education, and account growth.
- 100+ documented recurring-service agreements closed at EmoryDay from 2023 through 2025.
- \$3.0M+ in documented annualized recurring contract value sold at EmoryDay, including approximately \$1.48M in 2024.
- Monthly agreements up to \$6,945; private-pay medical programs from \$18K to \$35K; approximately 25% of documented EmoryDay accounts personally retained.

CORE SKILLS

Account Executive | Full-Cycle B2B Sales | Business Development | Consultative Selling | Prospecting | Discovery and Qualification | Pipeline Management | Proposal Development | Negotiation | Objection Handling | Closing | Revenue Growth | Account Management | Client Retention | Pipeline Recovery | Sales Enablement | CRM Administration | Digital Marketing Strategy | Healthcare Admissions

PROFESSIONAL EXPERIENCE

EMORYDAY

2021 - 2026

Account Executive / Business Development | Remote Digital Marketing Agency

- Owned the full sales cycle for inbound, outbound, referral, and reactivated opportunities, from discovery and qualification through proposal, objection handling, close, and post-sale relationship management.
- Closed 100+ documented recurring-service agreements representing \$3.0M+ in annualized recurring contract value from 2023 through 2025.
- Produced 61 closes and approximately \$1.48M in annualized contract value in 2024. Increased average monthly contract value to \$3.37K in 2025, a 67% year-over-year increase.
- Closed monthly agreements up to \$6,945 across manufacturing, healthcare, professional services, home services, and other owner-led businesses.
- Personally retained approximately 25% of documented closed accounts through direct relationship ownership, expectation setting, issue resolution, and ongoing strategy conversations.
- Built qualification tools, risk assessments, client-health frameworks, CRM follow-up processes, VSL strategies, and sales enablement materials to improve decision quality and revenue execution.
- Supported onboarding and coaching for new sales team members while managing an active individual pipeline.

DVMELITE

2015 - 2021

Senior Account Manager | Remote Veterinary Consulting and Marketing Agency

- Managed 20+ veterinary-practice accounts at a time and served as the strategic point of contact for owners and leadership teams.
- Protected recurring revenue by identifying risk early, addressing performance gaps, rebuilding trust, and translating data into practical business recommendations.
- Developed referral relationships that contributed to client acquisition and long-term business development.
- Helped design and implement Upbook, a CRM and client-engagement platform, including workflow structure, user adoption, internal training, and client use.

ANIMAL BEHAVIOR COLLEGE

2013 - 2015

Admissions / Business Development | Santa Clarita, CA

- Handled high-volume qualification and consultative sales calls and consistently ranked as a top closer.
- Trained and supported 20 representatives on intake, qualification, follow-up, sales process, and conversion strategy.
- Built a government-funded education program for veterans and military spouses, expanding enrollment channels and institutional reach.

WAISMANN INSTITUTE

2008 - 2013

Admissions Manager / Medical and Business Operations | Beverly Hills, CA

- Managed the intake and admissions pipeline for a private-pay medical facility and closed treatment programs ranging from \$18K to \$35K.
- Guided patients and families through urgent, emotionally complex, and financially significant decisions while coordinating with medical and operations teams.
- Maintained professional referral relationships and supported consistent, ethical admissions practices.

TECHNOLOGY

HubSpot | Salesforce | NetSuite | CRM Administration | Pipeline Reporting | Lead Routing | Workflow Automation | SaaS Onboarding | Client Training | WordPress | Google Analytics | SEO | AEO | PPC | Zapier

EDUCATION

University of Massachusetts Amherst | Psychology Coursework