BENJAMIN K. CLARK

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EXPERIENCE

Director of Customer Acquisition, SeatGeek — **Dec 2012 – current**
New York, NY

Senior Analyst, Analytics & Insights, Salesforce.com *(acquired Buddy Media, Aug 2012)* — **Nov 2011 – Dec 2012**
Business Intelligence Analyst, Buddy Media
New York, NY

- Responsible for product usage tracking & reporting across the Buddy Media organization
- Developed an algorithm to produce numeric scores for customers based on complex usage metric trends
- Improved team reporting efficiency by advocating & implementing new report formats & delivery methods
- Worked with product/engineering & data warehouse teams to upgrade tracking code across product suite

Sales Operations Manager, Clover — **Apr 2011 – Sep 2011**
New York, NY

- Built & maintained infrastructure for new 14-user sales org, from the ground up
- Developed integrations between internal admin tool, production MySQL DBs, Salesforce.com, & 3rd-party APIs
- Prepared analytics & presentations for board meetings
- Managed relationships with all third-party sales vendors (Salesforce.com, ClearSlide, Fonality, Google Apps)

Sales Operations Associate, Yelp — **Jan 2010 – Apr 2011**
Phoenix, AZ

- Salesforce.com administration & development for 300+ users
- Developed custom VisualForce/Apex "pre-pitch worksheet," used daily by all AEs
- Produced videos & led training presentations for new & veteran AEs & sales managers
- Oversaw local & national account order fulfillment & monthly revenue analysis

Account Executive, Yelp — **Nov 2008 – Jan 2010**
New York, NY

- Closed deals with ~90 local businesses to become new Yelp advertisers
- Updated and maintained Yelp East Coast Sales wiki
- Created advertiser map by mashing up Salesforce.com account addresses in Google Earth client maps (KML)

Skills:
HTML, CSS, MySQL, PHP, JavaScript, jQuery, JSON, Salesforce.com administration, SOQL, Apex/VisualForce, MS Office, Keynote, Google Apps, Google Maps API

Operating Systems:
Mac OS X, Microsoft Windows, Ubuntu Linux

EDUCATION

VANDERBILT UNIVERSITY
Economics (BA), East Asian Studies (BA)
GPA: 3.75 / magna cum laude

SALESFORCE.COM
Administration Essentials (ADM201)
Dreamforce 2010 & 2011