

Daniel Schiff

Work Experience

Peloton, Account Executive

September 2020 – Current

- Maximize sales of Peloton products through excellent customer service, product knowledge, and communication
- Develop a strong understanding and knowledge of the Peloton products, instructors, classes, and brand by having a Member first and associate second mentality
- Use Salesforce CRM to maintain strong pipeline of new, engaged, nurtured, and existing Accounts
- Prospect new clients, qualify leads, build proposals, objection handle, close deals, onboard new Members, and offer post-sale support for Peloton Hardware and Peloton SAAS
- Phone and email outreach to potential consumers and established Members to communicate product updates, special events, customer service, and follow-up in a fast-paced sales environment
- Proven track record of exceeding monthly sales key performance indicators, goals, and managing local Facebook account
- Manage Peloton (Los Angeles) Facebook account; develop new strategies to keep members engaged with local community and create campaigns that leave purchasing impact regarding product promotions and in-store events, passion for marketing and content creation

Kohler Signature Store, Design Consultant

May 2018 – May 2020

- Sell Kohler, Kallista, Roben and Kohler Surfaces products to clients including homeowners, Interior Designers, and contractors, in a consumer facing sales position, selling B2B and B2C
- Manage Accounts from start to finish including presentations, quotes, sales, shipping, support and customer service
- Develop marketing strategies to drive clientele to the store and manage Instagram account
- Store lead for technical questions regarding product information, processing POs/invoices, and administrative inquiries
- Project manage by coordinating material delivery, lead times, project deadlines and presentations with Accounts

Kohler Signature Store, Sales Assistant

March 2018 – April 2018

- Assist five sales consultants in everyday tasks and filled in for consultants when absent or busy, performed clerical functions, collaborate on all sales transactions
- Maintain an excellent showroom atmosphere for clients, greeted visitors and directed them to consultants, managed client files, created client presentations, organized office and paperwork, answered client questions, answered phone calls, and scheduled consultant meetings
- Manage Instagram account, handled marketing and social media campaigns to drive traffic to the store

Rebecca Rosen Enterprises, Social Media Coordinator

June 2015 – February 2018

- Maintain, develop marketing strategy, and manage engagement for Rebecca Rosen's social media accounts including Facebook, Twitter, Instagram, Pinterest, and Google+,
- Create and manage all social media campaigns regarding events and product offerings across all accounts
- Copy write for Rebecca Rosen's Newsletter each week using Ontraport Systems
- Write/edit creative and engaging copy for Rebecca's weekly blog
- Define, adopt, and seamlessly convey Rebecca's voice, tone, and grammar throughout all social channels and website
- Maintain Rebecca Rosen's news feed from various PR outlets and establish editorial calendar
- Actively research new marketing, social media, and pop culture strategies to bring to weekly brainstorming meetings to improve social media techniques
- Create and edit digital content for the social media accounts using graphic design programs like Canva, Ripl, Over etc.
- Planning, attendance, and photo coverage as needed at Rebecca's live events
- Experience with Rebecca's television show *The Last Goodbye*, including outreach of applicants, selecting applicants, pitching to production, casting of guests, and social media campaign, experience working with Rebecca and her high-profile clientele

The Solution PR, Intern

June 2014 – August 2014

- Help lawyers at Dorsey and Whitney, LLC get airtime in the news and published in articles
- Organize a Table of Contents for Dorsey and Whitney, LLC so they could see all PR they actually received.
- Write and submit a press release for a local company in Denver for the hearing impaired

Projects

Contract Work

January 2017 – Current

- Contract work to build web content, create social media presence, editing content
- www.mspeacefulparentingcoaching.com, www.pivotalpt.net, and www.rebeccakoenigberg.com

Education

National Academy of Sports Medicine (NASM)

December 2020 – June 2022

- NASM-CPT certification with a focus in nutrition and injury prevention

University of California, San Diego

September 2012 – June 2016

- Graduated Cum Laude from the University of California, San Diego with a BA in Communication and Marketing