

## Samuel Diener

I am a creative and entrepreneurial direct sales and marketing professional with an impeccable track record in high-volume, extremely competitive environments. I have a longstanding history of generating top revenues within just weeks of hire.

My experience includes a 5-year background as a paramedic, working within stressful, deadline-driven situations where being a quick thinker and fast learner is mandatory.

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### INTERNET MARKETING EXPERIENCE

Founder and Creative Strategist | "Stuff For Success," Philadelphia, PA, 2009-  
Built a blog-like and university sponsored website that has had over **80,000 pages read by people from 91 different countries** in under 5 months

- ❖ Used multiple analytic measures and SEO tactics to reach the top of search categories with over 98 million result pages.
- ❖ Built a major social media following **using Facebook, Linked-In, and Twitter.**
- ❖ Quickly became recognized **as one of the social media "goto guys" in Philadelphia.**
- ❖ Impacted thousands **with guest posts on major syndicated websites such as the Personal Branding Blog and Under30Ceo.**
- ❖ **Won 2nd Place** in an International Blog Marketing competition against 17 highly established and regarded professionals, including a competitor from the Huntington Post staff.
- ❖ Became **Certified in Google Analytics.** Working on my Adwords certification at this time.

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### SALES EXPERIENCE

Management Training Program | Enterprise Rent-A-Car, Philadelphia, PA, 2007 – 2009  
I excelled through Enterprise's 45-person management training program due to my friendly yet aggressive nature, transitioning into talented 23-person airport sales team in April 2008.

- ❖ Jumped to **#1 ranking** within 2 months and held position in top 10 reps for rest of 2008, due to upselling record and unparalleled ability to generate corporate leads.
- ❖ **Joined the esteemed "Best of the Best" program within 5 months**, competing with 50 top-selling reps out of the 4,000+ total regional sales staff.
- ❖ **Quadrupled the company baseline** for both corporate accounts and car sales, generating 15-20 leads per month in each category.
- ❖ **Helped Airport "best of the best" team score top national ranking in customer service**, by serving as a key player in the busiest office in Philadelphia, unloading 400-500 cars per day.
- ❖ **Became a household name at Enterprise** after forming and moderating a LinkedIn Group attracting over 1,800 members, including participation from top executives.

Sales & Marketing Intern | AFLAC, Baltimore, MD, Fall 2006

Interned with well-known insurance policy provider to develop and refine skills in marketing, networking, and consultative selling. Approached and qualified cold and warm leads via AFLAC's inside sales program.

- ❖ **Won Super-Fast Start Award for generating \$10,000 in first 12 weeks**, setting company record for the most money generated by a new recruit.
- ❖ **Grossed \$20,000 in sales contracts** in 1 quarter.

#### Earlier Sales Achievement

I grossed \$1 million in one year for Sears & Roebuck, setting company record while still in high school, surpassing 10 other sales reps in Electronics, including staff with twice as much sales experience.

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### PREVIOUS

Paramedic | LifeStar Response, Transcare, & Rural Metro, Baltimore, MD, 2002-2007

Prior to shifting into Sales full-time, served as a Critical Care Paramedic, confidently and gracefully handling highly stressful cases involving trauma, cardiac arrest, and extreme illness. Earned and maintained over 10 certifications and licenses—and interfaced daily with physicians and nurses—to assist with medical decisions.

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## EDUCATION

### **BS IN EMERGENCY HEALTH SERVICES & MANAGEMENT, UNIVERSITY OF MARYLAND, BALTIMORE COUNTY (UMBC)**

- Graduated Magna Cum Laude from this business-focused healthcare program.
- Won Presidential Fellows 4-Year Scholarship, UMBC and LCA Alumni Association Leadership Scholarships, and Golden Key International Honor Society status.

### **W.K. KELLOGG FOUNDATION'S LEADERSHIP PROGRAM, LEADERSHAPE INSITUTE, FREDERICK, MD**

- Nominated as 1 of 40 students out of 12,000 for this nationally recognized program covering strategic planning, resource allocation, task delegation, & team motivation.

### **POST-BACCALAUREATE BUSINESS COURSES, HOWARD COMMUNITY COLLEGE, COLUMBIA, MD**

- Honed skills in accounting, business management, public speaking, and entrepreneurship.
- Won first place in Entrepreneurship Contest for conceptualizing and pitching a home-inventorying solution to a roomful of 300 successful business leaders.

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## SOFTWARE

Proficient in MS Office 2007, Windows XP, Linux, IT, Security and Administration, C++, Dreamweaver, Flash, Illustrator, SEO, multiple CMS systems, Adwords, Adsense, and Google Webmaster Tools. Understanding of PHP, CSS, Java. Certified in A+.