

MARCUS D. ELLINGTON

OUTSIDE B2B SALES · NEW BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Outside sales professional with five-plus years selling business services to small and mid-sized company owners across Central and North Florida. Built territories from a standing start through cold canvassing, chamber involvement, and a self-built CPA and banker referral network. Consistent quota achiever seeking a production role where compensation is tied directly to results.

PROFESSIONAL EXPERIENCE

Territory Sales Manager

Mar 2023 - Jun 2026

Anchor Point Business Services — Jacksonville, FL · Payment processing & cash-flow solutions for SMBs

- Owned a four-county outside territory selling to restaurant, contractor, and independent retail owners; average new account produced roughly \$6,800 in annual revenue.
- Closed **118% of quota in FY2025** and 104% in FY2024; ranked 4th of 26 representatives company-wide for new revenue in FY2025.
- Self-sourced approximately 70% of pipeline through cold canvassing, chamber and trade association events, and a referral network of 14 CPAs and commercial bankers built from zero.
- Ran the full cycle independently: discovery, statement and cost analysis, tailored proposal, pricing negotiation, and implementation hand-off to operations.
- Held 91% account retention year over year by scheduling standing quarterly business reviews with every account above \$5K.
- Selected to onboard and ride along with four new hires; two finished their first year above quota.

Position eliminated June 2026 when the company consolidated the Southeast region into two territories.

Account Executive

Aug 2021 - Feb 2023

Meridian Payroll & HR Solutions — Orlando, FL · Payroll, timekeeping & HR compliance services

- Sold to businesses with 5-150 employees across a six-county territory; finished **132% of new business quota in 2022** and earned President's Club (top 10% of national sales force).
- Averaged 60+ outbound calls and 8 in-person prospecting visits weekly; maintained 3x pipeline coverage against quota all four quarters of 2022.
- Developed a referral partnership channel with independent insurance agents and CPA firms that produced 31% of closed business in final year.
- Delivered discovery-based presentations to owners, controllers, and HR directors, frequently in competitive displacement situations.

Sales Development Representative

Jan 2021 - Aug 2021

Meridian Payroll & HR Solutions — Orlando, FL

- Set qualified appointments for four outside AEs; hit 127% of appointment target and was promoted to a carrying territory after seven months.

EDUCATION

University of Central Florida — B.S. Business Administration, Marketing concentration, 2020 · Orlando, FL

LICENSING, SKILLS & INVOLVEMENT

Insurance licensing: Florida 2-20 General Lines pre-licensing course completed Aug 2026; state exam scheduled for November 2026.

Sales training: Sandler Foundations (2022); Challenger workshop (2024).

Systems: Salesforce, HubSpot, ZoomInfo, Microsoft Office Suite (advanced Excel and PowerPoint).

Community: Ormond Beach Chamber of Commerce member; volunteer youth baseball coach, Volusia County.

Other: Valid Florida driver's license, clean MVR, reliable personal vehicle.