

COLLIN BASS

PROFESSIONAL SELLING



2001 S. 5th Street, Waco, TX
CollinTBass@gmail.com
+1 (281) 541-7113
CollinBass.com

EXPERIENCES

BMC Software Champion Academy Sales Internship | 2023

Prospecting into Chickfila, Urban Outfitters, and Brown&Brown - 2023

- Targeted innovation personas making 200+ connections, translating into 10 meetings with new logos

Refined G2M Strategy of Data, DevOps, and Cloud - 2023

- Conducted 30+ meetings, identifying key resources to enable 130+ reps with quicker, organized access to vital sales resources.

Amplified reach of Best Practices Knowledge Base - 2023

- Enhanced communication strategy, yielding 500% increased engagement with key messaging, driving new logo revenue

Developed Growth Strategy for Channel Partner Leadership- 2023

- Collaborated with BMC Partner Fusion Global, revealed BMC Ecosystem's potential, crafted plan for 67%+ revenue growth.

BMC Software Champion Academy Sales Internship | 2022

Authored 64-page Go-to-Market Playbook for Global Sales Team - 2022

- Obtained approval of CRO & AVP to invest with the anticipation of \$7 million in revenue & 65% decrease in sales force enablement

Modernized Evangelization of Mainframe to Gen-Z - 2022

- Performed a 50-year competitive analysis of Mainframe Messaging strategy, projecting a 25% rise in industry trust with new strategy

Scaled AI to Create Effective Value Engineer Communication Strategies - 2022

- Crafted growth strategy: 45% efficiency boost, 172 AI cross-selling phrases found, propelling enterprise accounts to \$500M revenue.

Baylor Student Government Class President | 2020-Present

- 4-time Elect President of the Class of 2024
- Created & execute annual recognition event for campus janitors

Professional Selling Recruiting Intern | 2021-2022

- Restructured recruiting approach, returning a 167% interest
- Eclipsed program record of 120 students through the process
- Managed the team of 10 seniors who executed program objectives

Co-Founder of Benj & Bass Podcast | 2021- Present

- Built a brand reaching domestic and international audiences on Spotify, Apple Music, and Google Play
- Recruit guests to the show from Olympians to local celebrities who serve as role models to our listeners

COMMUNITY INVOLVEMENT

STARS Book Club

- Mentor second-grade boys weekly to read, lead, and succeed

Taco Talks Homeless Ministry

- Cook breakfast tacos & encounter our homeless neighbors monthly

Phi Kappa Chi Fraternity

- Held 2 leadership positions & participate in monthly intramurals

EDUCATION

Baylor University

Graduation: May 2024

Major: Professional Selling

Baylor ProSales is recognized as the premier global resource for the sales profession.

- Placed Top 15 in the United States at the National Collegiate Sales Competition in the spring of 2023
- Placed 6th out of 85+ students in the Business Development competition

KEY SKILLS

- Proven Leadership
- Business Development
- AI Enthusiast
- Self-Motivated
- Results Oriented
- Coaching & Mentoring
- Brand Building
- Public Speaking

PROJECTS

Weekly Refresh Blog

January 2022 - Present

- Email-based blog helping readers start their week with a step in the right direction

Endurance Athlete

Completed Ironman Waco 2022 & Australia Marathon 2023

- Train 15+ hours per week of Swimming, Biking, and Running

Writing a Book: Look Up

150+ Pages & Counting

- Discovering what it means to be a light in our world