

COLLIN BASS

PROFESSIONAL SELLING



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EXPERIENCES

BMC Software Champion Academy Sales Intern | Summer 2022

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

- Conducted interviews with the international sales team and built a playbook with the expectation of 1400% ROI
- Obtained Approval of CRO & VP of Sales to invest in this strategy with the anticipation of generating \$7 million in revenue and 65% decrease sales force processing time

Modernized Evangelization of Mainframe to Gen-Z

- Conducted a competitive analysis on the Mainframe social media strategy across the industry in the last 50 years
- Incorporated BMC culture into the mainframe talk track with a projected 25% increase in industry trust in Generation Z across Twitter, Instagram, and LinkedIn

Scaled AI to Create Effective Communication Strategies

- Built a strategy to Value Engineer scale sales function by 45% helping enterprise accounts grow towards 1/2 Billion in revenue
- Identified 172 cross-selling phrases to create an AI filter in GONG

Baylor Student Government Class President | 2020-Present

- 3-time Elect Class President by peers to represent the class of 2024, Freshman, Sophomore, and Junior years
- Created and executed recognition event for 150 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 Freshman Fifteen Podcast | 2021- Present

- Co-Host of the weekly show, bringing purpose into college life
- Recruit guests to the show from Olympians to Baylor Basketball National Champions who serve as role models to our listeners
- Built a brand reaching domestic and international audiences on Spotify, Apple Music, and Google Play

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

Major: Professional Selling

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

- Placed Top 15 in the country 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
- Time Management
- Self-Motivated
- Solution Creativity
- Coaching & Mentoring
- Brand Building
- Public Speaking & presenting

PROJECTS

Weekly Refresh Blog

January 2022 - Present

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

Training for Ultra-Marathon

Race Day: August 11th, 2023

- Training 15+ hours per week of Running and Swimming in preparation

Writing a Book: *Radiance*

120+ Pages & Counting

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