

# Patrick M. Wyllie

Business Development | Sales | Marketing

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Greater Boston

## Professional Summary

Dynamic and results-driven professional with extensive experience in sales, digital marketing, and entrepreneurship. Proven track record of driving significant revenue growth, managing profitable P&Ls, and developing innovative strategies for market penetration and customer engagement. Adept at nurturing and qualifying sales leads, leveraging CRM solutions, and building successful partnerships. Excels in fast-paced, entrepreneurial environments with a strong focus on achieving sales targets and business development objectives.

## Work Experience

**320ne Media, LLC - Westerly, RI**

**Sep 2021 – Present**

**Managing Partner | Head of Business Development & Marketing**

- Engineered the growth of the marketing agency's monthly recurring revenue to \$50K within 8 months from inception, utilizing a blend of aggressive sales tactics, strategic networking, and high-impact inbound marketing.
- Enhanced client retention by 40% through strategic upselling and robust renewal strategies, coupled with meticulous client needs assessments and tailored proposal development.
- Streamlined operations and reduced labor costs by 20% through workflow optimization and the integration of AI technologies.
- Established the agency as a Certified HubSpot Solutions Partner, significantly enhancing service offerings and operational efficiencies for both the agency and its clients.
- Drove a 20% increase in revenue by leading the acquisition of a local media and live stream company, expanding the agency's service offerings.
- Utilized data visualization tools, such as HubSpot and DashThis, to inform and refine sales strategies and marketing campaigns, leading to enhanced business outcomes and client success.
- Collaborate with cross-functional teams, internally and externally, to deliver comprehensive solutions tailored to clients needs.

**Wyllie Entertainment, LLC - Hopkinton, RI**

**Jan 2010 – Dec 2021**

**Founder | Director of Sales & Marketing (Jan 2010 - Dec 2021)**

- Spearheaded initiatives that resulted in a 65% increase in annual revenue by leveraging new market opportunities and closing impactful sales deals.
- Generated over \$3M in revenue as a sole proprietor, through strategic planning and execution of diverse mobile entertainment events, leading to substantial business growth.
- Acquired and profitably sold national affiliate licenses, notably tripling the investment on a Massachusetts license through market development and strategic sales leadership.
- Developed and executed a multifaceted lead generation strategy, incorporating paid media, cold calling, and comprehensive marketing campaigns, resulting in a robust pipeline of qualified leads.
- Achieved a 71% booking rate through effective lead qualification and personalized client consultations, engaging with over 1,400 potential clients.
- Built a team and transitioned the business to a passive entity generating over \$150K in annual recurring revenue.

## Education & Credentials

**BS in Business Administration**, Capella University - GPA: 4.0

- Delta Mu Delta International Honors Society

**Certified HubSpot Solutions Partner**, HubSpot Academy, 2022