

Patrick M. Wyllie

Sales | Marketing | Business Development

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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, and team-oriented environments, collaboratively driving teams towards exceeding sales targets and business development goals.

Work Experience

320ne Media, LLC - Westerly, RI

Sep 2021 – Present

Managing Partner | Head of Business Development & Marketing

- Drove the agency's monthly recurring revenue to \$50K within 8 months, utilizing a blend of consultative, solution, and relationship selling backed by active networking and high-impact inbound marketing.
- Enhanced client retention by 40% in year 2 through strategic upselling and robust renewal strategies, coupled with meticulous client needs assessments and tailored proposal development.
- Consistently surpassed annual sales quotas, achieving 150% of targets for two consecutive years. Sustained momentum in year three, demonstrating adeptness in driving business growth and exceeding expectations.
- Drove a 20% increase in annual revenue by leading the acquisition of a local media and live stream company, expanding the agency's service offerings and enhancing community engagement.
- Streamlined operations and reduced labor costs by 20% through workflow optimization and implementing AI.
- Established the agency as a Certified HubSpot Solutions Partner, significantly enhancing service offerings and operational efficiencies for both the agency and its clients.
- Utilized data visualization tools to inform and refine sales strategies and marketing campaigns, leading to enhanced business outcomes and client success.
- Collaborated with cross-functional teams, internally and externally, to deliver comprehensive marketing campaigns tailored to the clients goals.

Wyllie Entertainment, LLC - Hopkinton, RI

Jan 2010 – Dec 2021

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

- Generated over \$3M (110% quota attainment average) in revenue through strategic prospecting and closing sales deals for diverse mobile entertainment events, leading to substantial business growth from inception.
- Spearheaded business development initiatives and leveraged new market opportunities that resulted in a 65% increase in annual revenue over a three year period
- Acquired and profitably sold national affiliate licenses, notably tripling the investment on a Massachusetts license through market development and strategic sales leadership.
- Achieved a 71% booking rate through effective lead qualification and personalized client consultations, engaging with over 1,400 potential clients.
- Developed and executed an omnichannel lead generation strategy, incorporating paid media, cold calling, and comprehensive marketing campaigns, resulting in a robust pipeline of qualified leads.
- Built relationships and actively managed a book for 30+ accounts leading to an 80% client retention rate.
- Strategically managed P&L and forecasting to drive financial performance and optimize resource allocation.
- Recruited and trained a business manager, sales rep, and 14 entertainment contractors, orchestrating the transition of the business to a passive entity generating over \$150K in annual recurring revenue.

Education

BS in Business Administration, Capella University - GPA: 4.0

- Delta Mu Delta International Honors Society