

Andrew Michael Desser

1921 Kalorama Road NW #B1
Washington, DC 20009
(925) 413-8267
desser.andrew@gmail.com

Education

Loyola Marymount University

Bachelor of Arts, Political Science

- Op-ed contributor to LMU Pols

Los Angeles, CA
May 2012

Marymount College

Associate of Arts, Political Science

- Member of Phi Theta Kappa Honors Society
- Member of student government (ASMC)
- Awarded Dean's Scholarship

Rancho Palos Verdes, CA
May 2010

Experience

AviationManuals

Account Executive

- Oversee and manage client relationships; upsell with current accounts.
- Prospect and generate leads for new business.
- Draft proposals and submit necessary questionnaires to prospects; submit invoices to new clients.
- Perform virtual demos of ARC software to clients and prospects.
- Inform clients and prospects of necessary aircraft manuals for FAA approval.
- Utilize Sugar CRM to track and maintain client communication and sales.
- Collaborate with Operations Department to ensure delivery of products.

Rockville, MD
Nov. 2021—present

The White House Historical Association

Gift Officer, Annual Fund

- Oversaw portfolio of 300+ donors and prospects.
- Secured mid-level gifts at the \$500-5,000 level.
- Managed and developed donor pipeline including identification; qualification; cultivation; solicitation; stewardship; and recognition.
- Developed individual donor strategies to renew and upgrade donor gifts.
- Managed systems and software to track and cultivate donors and prospects, including our donor database and wealth screening tools.
- Worked with the development department to align efforts and set goals.

Washington, DC
Jun. 2020—Jun. 2021

American Directions Research Group

Business Development Executive

- Researched, identified, solicited, and secured new market and client opportunities.
- Developed profiles of targeted prospects and formulated customer contact strategies.
- Used cold phone, email, and in-person outreach to secure new business with associations, non-profits, pollsters, advocacy groups, market research firms, and advertising agencies.
- Managed sales pipeline from point of lead generation to contract.
- Drafted estimates, bid requests, and one-pagers.
- Tracked progress of business development efforts using the CRM.
- Submitted weekly report to CMO.
- Supported Client Services Department as requested.

Washington, DC
Sept. 2019—Mar. 2020

Hanover Research

Senior Development Associate, Corporate

Business Development Associate, Corporate

- Researched and strategized how to market Hanover to companies and decision-makers that can say "yes" to partnering.
- Used cold phone and email outreach to secure new business conversations with for-profit companies.
- Maintained territory, ongoing outreach, and my assigned Sales Director's calendar
- Helped my Sales Director manage the sales pipeline and achieve annual revenue goals by engaging prospects throughout the steps of the sales cycle.
- Consistently met or exceeded monthly quotas; top scheduler for September 2018 and January 2019 among business development team.
- Closed 3 queues with a cumulative contract value of \$205,000 as a Senior Associate; closed 3 queues with a total contract value of \$172,000 as an Associate.

Arlington, VA
Nov. 2018—Sept. 2019
Nov. 2017—Oct. 2018

Skills

Computer: PC and Mac; Microsoft Office; Salesforce; Act!; WealthEngine; Sugar
Language: Proficient in Spanish