

Derek Morgen

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Agilis Commerce, Inc., Newark, NJ

May 2019-Present

Account Executive / Digital Marketing Manager

- Closed complex consultative deals with a number of mid-market chemical manufacturers and distributors
- Built \$500K sales pipeline of mid-market & enterprise chemical businesses and supported full sales team with product demos
- Improved conversion on cold outreach by 525% via personalized email, cold call, and LinkedIn, reaching C-level executives
- Experienced with sales enablement technology (HubSpot, Salesforce, Sales Navigator, G-Suite, Slack, Vidyard)
- Managed digital marketing campaign calendar, developing content, blogs, whitepapers, graphics, social media posts

Agilis Chemicals, Inc. (Entrepreneur Roundtable Accelerator), New York, NY

July 2018-May 2019

Business Development Intern

- Performed chemical market research and developed HubSpot CRM database with over 20,000 prospects
- Onboarded three producers and one distributor for trial while managing back end of respective e-commerce storefronts
- Managed QA testing with remote development team daily on the digital marketplace application and reported to IT

Expansion Marketing LLC, Glassboro, NJ

April 2018-July 2022

Owner, Operator

- Boosted Ciconte's Pizza-Glassboro sales by 41% over 24 months via digital channels and promotional campaigns
- Actively directed and managed 3 remote workers by assigning and reviewing client projects prior to submission
- Managed digital marketing and social media campaigns for 4-5 on-campus businesses simultaneously
- Developed websites and landing pages using Webflow and Wix for brands across various industries

Education

Rowan University Rohrer College of Business

Glassboro, NJ

Bachelor of Science in Finance; Minor in Economics

May 2019

GPA: 3.58; Dean's List, Graduated Cum Laude, Drew University Scholar Athlete

University of Adelaide, Online Course

March 2020

Entrepreneurial Opportunities Certificate

Sigma Alpha Epsilon Fraternity

January 2017-May 2018

Philanthropy Chair

- Launched first of annual fundraiser on campus, raising \$9,700 for the Children's Hospital of Philadelphia in year one
- Promoted a "walk to cure diabetes" which raised over \$320,000 for the Juvenile Diabetes Research Foundation

Drew University Men's Soccer Team, Madison, NJ

September 2015-May 2016

- Traveled and practiced 30+ hours per week throughout the academic year
- Engaged in teamwork, leadership, and competition for nationally ranked Division III soccer team

Certifications

Google Ads Certification

Google Digital Sales Certification

HubSpot Email Marketing Certification

Google Analytics Individual Qualification

HubSpot Content Marketing Certification

HubSpot Inbound Marketing Certification