

ROBERT NEIL PALMER

Demand Generation Specialist

Email: contact@robertneilpalmer.com

Linkedin: [linkedin.com/in/robert-neil-palmer/](https://www.linkedin.com/in/robert-neil-palmer/)

URL: robertneilpalmer.pro

Work experience

Freelancer remote | **Demand Generation Specialist**

03/2020-Present

- Non-profit companies
- Short term contracts
- Lead Generation
- Video Sales Landing Page
- Email Marketing
- Appointment scheduling
- Dashboard metrics
- Data Analysis
- A/B Testing
- Facebook and Google Ad set campaigns

Cannabis startup LLC. | Remote contractor | **Customer Success Manager**

01/2018-12/2019

- Team lead of a 3 person remote team
- Order fulfilment orders and reconciliation
- Customer support email and phone
- Increased customer base by 27% and reduced CHURN by 30%
- Resolution of Tier 1 & Tier 2 trouble tickets
- Portfolio 40+ client accounts

Apple | Remote contractor | **Home Advisor (Technical Support)**

09/2015-12/2017

- Technical support via phone and remote screen sharing
- Email support
- Support for Mac OS, MacBook, Mac mini, and iMac
- Tier 1 and 2 trouble ticket resolution
- 95% Customer Satisfaction Score (CSAT)
- 82% First Call Resolution Rate (FCR)

10/2010 - 08/2015 | Vancouver, Toronto & London, UK | **Bartender**

Hospitality Industry

Serenity Consulting LLC | Remote contractor | **Sales Development Rep. (SDR)**

07/2009 - 10/2010

- Prospecting
- Identified and connected with potential leads, nurturing them into valuable prospects for our sales team
- Appointment setter for AE for C-level executives for Microsoft Dynamics (ERP)
- Scheduled initial contact for the sales team to close sales

Rogers Communications Inc. **Corporate Account Manager** Burnaby, BC
03/2008-06/2009

B2B telecom manager for corporations in Canada and the U.S.
Portfolio 30+ client accounts

Rogers Communications Inc. **Customer Retention Manager** Burnaby, BC
04/2007-03/2008

Retention specialist for smartphone accounts
Tier 2 support agent for escalated calls

Rogers Communications Inc. **Customer Support Agent**
05/2006-04/2007

Call centre support agent for B2C mobile telecom
Addressing customer concerns, bill payments and plan changes
Education

Southern Alberta Institute of Technology (SAIT) - Calgary, AB | Graduate

CAD Operator Certificate

AutoCAD and Microstation P&ID blueprints for the oil and gas industry
Contract assignments in the U.S. & Canada

Email Service Platforms

- Appointmatic
- HubSpot
- Constant Contact

CRM Platforms

HubSpot
Salesforce
Constant Contact

Certifications

Copyhackers - conversion copywriting

Google - Advanced Analytics, The fundamentals of Digital Marketing,
Google Ads Measurement & Google Ads Display

HubSpot Academy - Content Marketing, Digital Marketing, Email & Social Media

Software Apps

Adobe Creative Suite
Apollo
Microsoft Office Suite
Sales Navigator
Slack