

Taylor Moorman

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EDUCATION

Kansas State University, Manhattan, KS

Bachelor of Science in Business Administration

Major: Professional Strategic Selling and Marketing

Certificates: Data Analytics and Marketing Technology

Expected Graduation: Spring 2025

GPA: 4.0

EXPERIENCE

Business Development Representative Intern, Lehi, UT

May 2024-Aug. 2024

Adobe

- Generated 2 opportunities through independent discovery calls, totaling \$125,000 in potential revenue
- Achieved the highest call volume among all interns with 1,034 outbound calls, maximizing outreach efforts
- Leveraged tools like ZoomInfo, Outreach, Salesforce, Dynamics, and CoPilot to enhance prospecting efficiency and outreach
- Secured 8 meetings using personalized messaging, strategic campaigns, and in-depth prospect research
- Experimented with messaging strategies, comparing manual and AI-generated methods to gather insights for prospecting

Business Development Representative Intern, Remote

Jan. 2024-May 2024

Restaurant Technologies

- Created \$26,000 in revenue by converting 16 leads into appointments which were facilitated by sales executives
- Executed outside prospecting at restaurants, achieving a 25% conversion rate of prospects to sales-qualified leads
- Produced leads that aligned with ideal customer profiles using Salesforce Maps and LinkedIn Sales Navigator
- Devised a lead generation process that outlines obtaining appointments through targeted research and tailored messaging

CCP Sales Intern, De Soto, KS

May 2023-Aug. 2023

Huhtamaki

- Forged relationships with 4 major prospects and assisted in advancing them through the sales process
- Designed a sales process strategy for obtaining business from professional stadiums and athletic departments
- Collected and researched data on 43 competitor products to identify uniqueness and competitive advantage in the market

CAMPUS INVOLVEMENT

National Strategic Selling Institute, *Kansas State University*

Member, K-State Sales Team

Fall 2022-Present

- Earned a position, as 1 of 10 students, through a program-wide competition to compete at national sales competitions
- Develop personal selling skills, resilience, and emotional intelligence through competitions that replicate field interactions

Student, Advanced Selling

Fall 2021-Present

- Achieve 661% quota attainment by raising \$9,916.80 through sales auction class which ranked 3rd out of 46 students
- Obtain top performer based on Salesforce pipeline activity for sales auction class by attaining 273% of quota

Member, Sales Ambassadors

Fall 2022-Spring 2024

- Assisted in the retention of current students and the recruitment of prospective students into the K-State Sales Program
- Attended bi-weekly meetings and volunteered at events hosted on campus by the K-State Sales Program

College of Business Administration, *Kansas State University*

VP of Administration and VP of Finance, Pi Sigma Epsilon

Fall 2021-Present

- Attend regional and national conventions to compete in sales competitions and network with students and professionals
- Develop meeting agendas, handle mandatory reports, and assist the president with chapter responsibilities
- Increased new membership by 200% by organizing engaging events to attract prospective members

Member, Menard Family Scholars Program

Fall 2021-Present

- Foster relationships with a cohort of 30 other members through weekly class periods and other social events
- Gather quality professional experience through industry learning trips, alumni connections, and other exclusive workshops

Mentee, Executive Mentor Program

Fall 2021-Present

- Organize monthly meetings with mentor that relate to professional development and career growth

HONORS & AWARDS

Pi Sigma Epsilon National Awards Program Case Study Competition, 1st place, Kansas State University

Spring 2024

Pi Sigma Epsilon National Interview Competition, 2nd place, Kansas State University

Spring 2024

University of Toledo Invitational Sales Competition, 4th place, Kansas State University

Spring 2023

Pi Sigma Epsilon Regional Pro-Am Sell-A-Thon, 4th place, Kansas State University

Fall 2022

2022 Executive Mentor Program Mentee of the Year, *Recipient*, Kansas State University

Fall 2022