

## Dan Galante

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**Summary:** I use Sales and Marketing to increase Sales and Growth. As a Seller and Marketer, I've worked with Start Ups, a Political Campaign a Digital Marketing Conference and a Dental Equipment. I'm seeking full-time roles in: Sales, Service, Account Management and Customer Success.

I write about Sales, Marketing, and Social Media. These topics are covered from my experiences in Marketing and Sales. The blog is published on WordPress, Tumblr, LinkedIn, and Medium.

### **Business Writer/Blogger Sales, Marketing & Social Media Today**

November 2011 to Present

Grew audience organically  
30,000+ followers on LinkedIn and 22,000+ followers on WordPress  
Grew [LinkedIn Newsletter](#) to 5000+  
Invited by organizers to attend and cover industry events, conferences and tradeshow

### **Marketing & Sales Enablement Consultant at EdTech Company**

August 2016 – August 2016

Hired to create and build out the Marketing function of the organization  
This role included applying my expertise in the teacher practice to EdTech Marketing and Sales Enablement.  
(Voice of the Customer) I worked in the areas of: Digital Marketing Content Marketing, Copywriting, Copyediting, Social Media Marketing, SEO/SEM keyword research, Email Marketing support, Branding, Talent Branding/Employer Branding  
Creating Go-to Market-Strategy, Market Research, Competitive Analysis Sales Enablement, Lead Gen/Demand Gen,  
Identifying new markets to sell into using Crossing the Chasm analysis, Marketing partnerships, Event Marketing

### **Classroom Teacher NYC DOE**

January 2009-September 2015

### **Sales, Marketing & Social Media Consultant**

June 2010 – March 2013

Provided Sales, Marketing and Advertising services across multiple mediums  
Served as a Marketing Consultant to a specialty water start-up company where I provided the CEO/CMO with a marketing plan to take the company to the next level  
Set up a Sales, Marketing and Social Media community in the form of a LinkedIn [group](#) to help connect job seekers and recruiters

### **Brand Ambassador Digital Marketing/Social Media**

**Pivot Con**

April 2012-February 2013

Built brand awareness for the Pivot Conference using Digital Marketing/Social Media Marketing through platforms such as Twitter, Facebook, LinkedIn, Google, Tumblr & WordPress  
Placed banner ads on my website & blog  
Wrote a [book review & article to persuade](#) people to attend the conference

**Volunteer Election Marketing Bloomberg Campaign**

October 2009-November 2009

Entered data obtained from opinion polls conducted via telephone and canvassing in the campaigns marketing database  
On Election Day, I used my experience in B2B Sales and Marketing to sell, and market the ideas of Mayor Bloomberg to voters

**Outside Sales & Marketing Rep NYC-Manhattan Territory Diversified Dental Sales Inc.**

September 2006- September 2008

I ran the New York City Sales territory selling Handpieces, Scalers, Cavitron units, Autoclaves, supporting sales on Digital Imaging Equipment, SAAS Technology capital equipment along with Dental office designing and planning through lead generation, demonstration and follow up  
Took territory sales from 3k per month to 8k per month (a 167% increase) in the company's most challenging territory  
Opened 50 new accounts  
Had the lowest number of Accounts Receivable by number and dollar volume in the entire company  
Exceeded clients' needs and expectations by employing a consultative selling approach  
Learned about business and entrepreneurship/intrapreneurship through the execution of Sales & Marketing engagement strategies  
This position allowed me to be in my own business without all of the expenses

**Education and Training****Klue**

2022-2025

Compete Week

Hands-on Workshops in Product Marketing/Sales Enablement/Competitive Intelligence/Battle Cards/Win-Loss analysis.

**General Assembly**

2018 to 2021

Introduction to Product Management, Essential Marketing skills, Design Thinking, Customer Journey mapping

**Product Marketing Community Product Marketing/Product Management Seminar**

2019

Principles of Product Marketing and Product Management

**Marketing Land****Search Engine Marketing 2019****LinkedIn Learning**

2015 to Present

Independent course Work Marketing/Branding/Market Research/Content Marketing/SEO

**HubSpot Academy**

Marketing Certification

March 2016

**Wagner College**

M.S in Education

**University at Albany**

B.A. History, English