

Brian L. D. Parton

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#### Summary:

- Possesses more than 17 years of experience in generating revenue results within boutique, start-up, consulting, investment, and marketing firms.
- Leverages skills in relationship building, public speaking, project management, staff training and development, conceptual planning/integration, account development, research and due diligence, and operational oversight in the design and execution of targeted business agendas.

#### Core Competencies:

- Capital Investment Planning • Strategic Relationship Management • Public Speaking
- Risk Assessment/Management • Market Research/Analysis • Product Design/Pricing
- Program Solutions/Modeling • Asset Management • Business Development

#### Professional Experience:

Liberty Trading Club – St. Petersburg, FL: 2018-Present

Owner / Lead Strategist

- Founded and operate Liberty Trading Club, managing all aspects of business strategy, marketing, and operations.
- Deliver personalized training and mentorship to traders, focusing on advanced trading strategies and market analysis.
- Oversee content creation, educational resources, and community engagement, growing client base steadily over 5 years.
- Manage risk and compliance protocols, ensuring smooth operational performance while maximizing profitability.

S&P Trading Group – St. Petersburg, FL: March 2020 – 2023

Director of Sales & Marketing

- Hired and trained new sales representatives to meet sales goals and manage customer database for maximum performance.

- Managed call center operations using Sandler Sales techniques to increase efficiency and drive revenue.
- Achieved 58% increase in monthly revenue and 15% increase in revenue per lead by improving management of events, presentations, and product demonstrations.
- Delivered multiple 3-hour public speaking presentations per week, in-person and virtually, to showcase products and offerings.

Online Trading Academy – Atlanta, GA: 2013-2016 / St. Petersburg, FL: 2016-2020

Business Development Manager

- Collaborated with marketing and sales teams to identify and cultivate potential customers.
- Managed lead pipelines to ensure timely and efficient customer engagement.
- Coordinated events and presentations to demonstrate products and services.
- Delivered multiple 3-hour public speaking sessions weekly, maintaining a top 5% conversion ratio nationally.

Howard Capital Management – Roswell, GA: 2010-2013

Regional Vice President

- Standardized sales activities and processes to enhance sales team effectiveness.
- Identified and revised over-allocated underwriting costs, improving pricing competitiveness.
- Developed monthly financial reporting packages with Key Performance Metrics for Commercial & Federal Divisions.
- Built strategic relationships to secure new business opportunities, including bids and rebids for major contracts.