

KATHLEENA O'CONNELL

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HIGH TICKET SALES CLOSER

Results-driven and solution-oriented sales professional with deep experience client-facing experience building relationships, understanding needs, and guiding clients toward solutions that support their goals. I thrive in environments where I can serve others, solve problems, and help people make confident, informed decisions that positively impact their lives. Recently invested in and graduated from a reputable professional sales training program, strengthening my skills in consultative selling, discovery, objection handling, relationship building, and closing. Highly disciplined, coachable, and performance-driven, with a passion for fitness, personal growth, and helping others achieve meaningful transformation.

KEY COMPETENCIES

- Consultative Sales & Client Engagement
- Relationship Building & Client Retention
- Persuasive Communication & Presentations
- Negotiation & Objection Resolution
- Goal-Oriented Performance
- Client Needs & Pain Point Identification
- Strategic Problem-Solving
- Stakeholder Relationship Management
- Follow-Up & Account Management
- Coachable & Results-Driven Mindset

TECHNICAL SKILLS

- Design tools: Adobe Suite, Figma
- Project Management Platforms: Asana / Jira / Smartsheet/ClickUp/Wrike/Confluence
- Collaboration platforms: Microsoft Teams, SharePoint, Basecamp, Slack
- Sprout Social
- Microsoft Office
- FunctionPoint
- SEO (Amazon)
- AI Applications

PROFESSIONAL EXPERIENCE

Royal Caribbean Group (Silversea, Royal Caribbean)

Cruise Lines

2025 - Present

Design Operations Manager (Contract)

Miami, FL

- Built and scaled an operations function supporting client needs, business objectives, and cross-functional relationships.
- Managed multiple concurrent initiatives while maintaining priorities, deadlines, communication, and performance expectations.
- Led change management initiatives by communicating value and driving adoption of new tools and processes.
- Developed and facilitated training programs, strengthening communication, presentation, and relationship-building skills.

RAB2B

B2B Martech Agency (DFIN, Thales, Cisco, Miovision, AT&T, Zebra)

2022 - 2024

Senior Marketing Project Manager

Hollywood, FL

- Led 175+ cross-functional marketing projects generating \$3M+ in revenue across B2B SaaS and enterprise technology clients.
- Managed client relationships and business objectives, translating needs into strategic solutions and deliverables.
- Partnered directly with stakeholders to understand client needs, challenges, priorities, and desired outcomes.
- Managed agency and client relationships while maintaining strong communication, trust, and client satisfaction.
- Proactively identified challenges and blockers, using problem-solving and persuasive communication to drive solutions.
- Improved team efficiency by 25% through workflow optimization, strengthening responsiveness, service, and execution.

Cardone Ventures

Business Management Company

2021

Aventura, FL

Marketing Project Manager

- Led Agile teams to deliver multi-channel campaigns, generating \$300K+ revenue.
- Implemented SOPs and continuous improvement reviews, standardizing knowledge transfer and operational consistency.
- Optimized workflows by overseeing task prioritization, scheduling, and progress tracking, ensuring alignment with strategic goals.
- Implemented systematic post-mortem review processes that facilitated continuous improvement, documented critical lessons learned, and enhanced operational effectiveness.

Gil Ventures

Full Service Marketing Agency

2021

Miami, FL

Project Manager (Contract)

- Fostered collaboration to achieve shared goals through alignment of social strategies and client objectives.
- Demonstrated attention to detail and commitment to quality by validating social media content, funnel campaigns, and website launches.
- Negotiated media buy partnerships that effectively advanced client objectives, enhancing brand awareness and driving revenue growth.
- Provided expert guidance to clients on expectations, education, reporting, and timelines for the company's services, showcasing strong communication skills and a commitment to client success.

CBRE, INC.

Global Fortune 500 Commercial Real Estate Company (CRE)

2017 – 2020

Fort Lauderdale, FL

Project Manager - Client Services/Marketing

- Managed and executed over 60 time-sensitive projects simultaneously while delivering high quality services and deliverables to clients.
- Developed project scopes, executed project plans and communicate them to cross-functional teams.
- Managed all aspects of projects and supervised the development of marketing deliverables to ensure accuracy, quality, on time delivery and within budget.
- Created comprehensive marketing plans and presented them to team leads and internal stakeholders that served as a guide to meet project objectives.
- Recognized by clients for high quality marketing collateral and exceptional service.
- Selected leader of CBRE's Global Women's Network and utilized my influence to drive the vision of connection, network, mentorship and advocacy. Increased the number of event attendees by 40%.
- Implemented a program that positively impacted office members during a period of low morale that gained momentum into other markets.

EDUCATION

Bachelors in Marketing, UNC Charlotte, Charlotte, NC

CERTIFICATIONS*She Sells Sales Academy - September 2026**Google Analytics for Beginners - June 2020**HubSpot Inbound - December 2021**HubSpot Service Hub Software - January 2022**HubSpot Marketing Software - January 2022*