

# Daniel Baron

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## **Technology Sales Professional | Web Designer | Business Owner**

Dynamic and results-driven technology sales professional with over 15 years of experience in software sales and business ownership. Proven track record in managing the full sales lifecycle, with a strong focus on client satisfaction, revenue growth, and long-term relationship building. Extensive technical expertise in web design and development, combined with hands-on experience in prospecting, closing deals, and crafting solutions that align with client needs. Known for an entrepreneurial mindset, excellent communication skills, and a commitment to delivering high-value outcomes. Eager to leverage comprehensive sales knowledge and technical acumen in a collaborative team environment within the technology sector.

## **WORK EXPERIENCE**

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**Joomla Design Studios** – *Englewood, CO*

September 2009 – Present

### **Project Manager, Designer, Owner**

Owner of a web design and development company, managing end-to-end project delivery and crafting tailored website designs to meet diverse client needs. The role combines strategic project management with creative design expertise to deliver impactful online solutions that enhance client visibility and engagement.

- Joomla Design Studios provides web design and development services for small to medium-sized businesses and non-profit organizations.
- Specialize in creating websites using WordPress, Joomla, and Shopify e-commerce
- Designed and project-managed the development of a mobile app for a truck care company, enabling customers to locate the nearest repair site while traveling.
- Collaborated with clients to design and launch multiple websites focused on content marketing and e-commerce.
- Developed and implemented an inbound marketing strategy for a business finance company, including an informative blog, targeted landing pages, and call-to-action forms to attract aspiring entrepreneurs.

**New Horizons Computer Learning Centers** - *Englewood, CO*

October 2007 – September 2009

### **Community Relations Manager / Sales Representative**

In this sales role, my primary responsibility was to connect individuals and companies with tailored computer training solutions, understanding their specific skill development needs and guiding them through the enrollment process to help them achieve their learning objectives.

- Sales representative for an Independent IT training company that provides technology and computer application training to both individuals and businesses.
- Implemented Hubspot inbound marketing platform to provide leads for the sales force utilizing content marketing and business landing pages.

**Lewan & Associates** – *Denver, CO*

April 2006 – October 2007

**Account Representative**

My job was to find sales opportunities, identify client needs, recommend suitable printing solutions, and guide customers through the sales process—from product demonstrations to final purchase—ensuring high satisfaction and meeting sales goals.

- Developed and maintained relationships with clients, advising them on the best printing technology solutions to meet their needs.
- Conducted product demonstrations and provided in-depth knowledge on printing technology features to potential customers.
- Managed sales processes from lead generation to closing, ensuring client satisfaction and achieving or exceeding sales targets.

**Computer Associates** – *Islandia, NY*

July 2004 – March 2006

**Channel Sales Representative**

As a Channel Sales Representative, I supported Value Added Resellers (VARs) in purchasing security software for resale to their clients. My role involved building strong relationships with VARs, understanding their needs, and guiding them in selecting the right security solutions to enhance their offerings.

- Facilitated the purchasing process for Value Added Resellers (VARs), enabling them to acquire security software tailored to their clients' needs.
- Built and maintained strong relationships with VARs, providing guidance on product selection and supporting them in achieving sales growth with reliable security solutions.

**Screaming Media** – *New York, NY*

January 1998 – June 2004

**Business Development Representative**

Starting in sales, I advanced to a business development role, where I collaborated with content providers to establish strategic partnerships.

- Developed and maintained relationships with clients, advising them on the best printing technology solutions to meet their needs.
- Helped pioneer the ability to push content to websites, intranets, wireless solutions, and other digital platforms.
- Built strategic partnerships by meeting with content providers to negotiate and establish mutually beneficial agreements, driving business growth and expanding service offerings.

## EDUCATION

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**University of Massachusetts Isenberg School of Management - Amherst, MA**

BBA, Business Management and Marketing – May 1998

**The Art Institute of Colorado - Denver, CO**

Interactive Media Design – May 2009

## PROFESSIONAL SKILLS

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- Strong client communication skills, with a commitment to being consistently available and responsive to client needs.
- Skilled problem solver, consistently providing clients with quick and effective solutions to their issues.
- Outstanding organizational, multitasking, and problem-solving abilities.

## VOLUNTEER EXPERIENCE

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**Livnot U'Lehibanot - Tzfat, Israel**

December 2023

**Non-Profit Organization**

- Designed and developed the new livnot.org website for the organization
- Cooked and delivered meals to soldiers
- Helped renovate and rebuild damaged kindergartens, community centers, and private homes

**SAR-EL Volunteers for Israel - Tel Aviv, Israel**

June – August 1999

**Non-Profit Organization**

- Lived and worked on a military base, preparing meals for soldiers and performing light maintenance and repair tasks.

**Business Networks for Israel - Tel Aviv, Israel**

June – August 1995

**Non-Profit Organization**

- Interned at a nonprofit organization, assisting with light office tasks and maintaining a well-organized workspace.