

Meya Willever

Channel Manager

Profile

Results-driven Channel Manager with 2 years of experience in building and fostering strong relationships with partners, driving revenue growth, and executing effective channel strategies. Adept at implementing innovative marketing initiatives, managing sales pipelines, and identifying new business opportunities. Skilled in collaborating cross-functionally to drive channel success and consistently exceed targets.

Employment History

Channel Manager at Revinate, SD

May 2023 - Present

- Successfully increased channel revenue by 35% in 2018, resulting in an additional \$1.2 million in annual sales for Revinate, SD.
- Established and nurtured relationships with 15 new strategic partners in the hospitality industry, leading to a 25% increase in channel partner engagement and collaboration.
- Developed and implemented a comprehensive channel marketing strategy that led to a 40% increase in lead generation and a 30% improvement in conversion rates within the first six months.
- Streamlined channel management processes and communication, reducing partner onboarding time by 50% and improving overall partner satisfaction by 20%.

Associate Channel Manager at Cloudbeds, SD

Sep 2021 - Apr 2023

- Successfully expanded the company's channel partner network by 30%, resulting in a 25% increase in revenue within the first year of employment.
- Implemented a streamlined onboarding process for new channel partners, reducing the average time to launch by 40% and improving partner satisfaction rates by 35%.
- Led a cross-functional team in the development and launch of a new market segment, which contributed to a 15% growth in the company's customer base within six months.
- Played a key role in negotiating and closing a strategic partnership with a major industry player, resulting in a 10% increase in market share and strengthening Cloudbeds' position in the SD market.

Education

Bachelor of Arts in Communication and Media Studies at University of South Dakota, Vermillion, SD

Aug 2017 - May 2021

Relevant Coursework: Media Theory and Criticism, Mass Communication, Digital Media Production, Intercultural Communication, Public Relations, Journalism, Advertising, Media Law and Ethics, Social Media Marketing, and Communication Research Methods.

Certificates

Details

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Links

[linkedin.com/in/meyawillever](https://www.linkedin.com/in/meyawillever)

Skills

Salesforce proficiency

HubSpot expertise

Marketo mastery

Google Analytics

SEO optimization

Social media advertising

Content strategy

Languages

English

Russian

Hobbies

Photography

Gardening

Playing musical instruments