

MATTHEW ELBAYADI

(864) 247-4054 | maelbay@gmail.com | Greenville, SC

CAREER HIGHLIGHTS

- **+49%:** Increase in monthly revenue for a restaurant from a targeted customer acquisition campaign
 - **+70%:** Improvement in lead contact rates for multiple franchise locations
 - **2.6x:** Higher booked sales appointments from equivalent lead generation volumes
 - **84%:** Percentage of leads accepted as SQLs from the Meta Ads channel after historical underperformance
 - **32%:** Appointment set rate through high-quality prospect qualification and sales enablement
-

PROFESSIONAL EXPERIENCE

MAE Ventures., *Independent Sales Development Consultant*

2017 – Present

Established an entrepreneurial venture focused on building and strengthening Sales Development organizations for SMBs with revenues ranging from \$500,000 to \$3M.

- Planned and executed the full lead follow up process and sales cycle for paid lead generation with set scripts and cadences **driving a 9x ROI**
- Revamped a test prep company's Meta Ads strategy by redefining ICPs and building qualification criteria to drive **84% SQLs** (vs. 4% previously) and unlock **\$78k in added monthly pipeline**
- Conducted prospect research and competitive intelligence to uncover customer pain points, develop outreach messaging, and equip Sales Reps with talking points supporting **32% appointment set rates**
- Leveraged referrals, networking, and prospecting to build a ground-up portfolio of **40+ real estate client accounts** and maintain 100% retention over a 3-year period
- Analyzed sales call recordings, refined discovery and objection handling scripts, and streamlined booking flows to grow **monthly booked sales appointments by +157%** to 54 (vs. 21 previously)
- Owned CRM administration and pipeline management in ServiceMinder to enrich customer databases, automate sales cadences, and **increase lead contact rates from 50% to 85%** across two locations
- Monitored account activity and customer feedback to identify upsell/cross-sell opportunities, contributing to **\$200,000+ in incremental revenue**
- Launched a customer acquisition campaign for a restaurant client by growing prospect lists and optimizing messaging sequences to acquire **400+ loyalty customers driving +49% MoM revenue growth**

Presst Restaurant, *Founder and Owner*

2013 – 2017

Launched, scaled, and exited a restaurant business via a strategic sale after taking the venture to profitability.

- Founded the restaurant and maintained ownership over all aspects of the brand, customer relations, and day-to-day operations to double revenue each year for 3 years
 - Oversaw all commercial decision-making including menu development, strategic pricing, brand messaging, and communications to achieve profitability
 - Grew the business cost-effectively to achieve an industry-leading revenue per square foot metric while scaling the employee base 6x (2 to 12) with above-market wage rates
-

SKILLS

Inbound/Outbound Prospecting – Lead Generation & Qualification – Pipeline Management – Cold Calling & Cold Emails – Customer Discovery – Contract Negotiation – Objection Handling – Sales Scripts/Playbooks

CRM: GoHighLevel – ServiceMinder – Calendly – HubSpot – Salesforce

Marketing & Tools: Meta Ads – Google Ads – GA4 – Tag Manager – Zapier – Make – Airtable – MS Excel – Adobe Suite – Descript – Figma – Webflow/Framer – Apollo – Apify – LinkedIn Navigator

EDUCATION

Clemson University, *Electrical Engineering (2 years)*

Greenville Technical College, *A.S. – Culinary Arts*