Kaden Thayer

kadenthayer@gmail.com | (512) 210-4930 | linkedin.com/in/kadenthayer | Austin, TX

SUMMARY

Results-driven Inside Sales Account Executive with experience managing commercial and mid-market IT accounts through consultative selling. Strong customer service background with a proven ability to convert prospects into long-term, high-value clients.

EDUCATION

Texas State University **Aug 2021**
B.B.A. in Marketing San Marcos, TX

EXPERIENCE

SHI **May 2024 - Present**
Inside Sales Account Executive *Austin, TX*

- Converted 5 cold prospects to active buying customers with a combined revenue spend of $670k+ for 2025.
- Managed a portfolio of commercial and mid-market accounts, serving as the primary point of contact for IT procurement, licensing, and solutions.
- Built and maintained long-term client relationships through consultative selling, regular account reviews, and proactive outreach.
- Quoted, negotiated, and closed deals across a wide range of IT products including software licensing, SaaS, hardware, and managed services.

BigCommerce **Aug 2023 - May 2024**
Support Technician Austin, TX (Remote)

- Diagnosed and resolved complex technical issues related to enterprise-level e-commerce websites, integrations, and customizations
- Offered expert guidance on BigCommerce features, functionality, and best practices to optimize customers' online businesses
- Collaborated closely with cross-functional teams, including product development and engineering, to escalate and resolve challenging technical problems
- Gained advanced knowledge of DNS, SEO best practices, product fulfillment, API integrations, and SaaS applications

Freelancer **Jul 2021 - Aug 2023**
Digital Marketing & Web Development Austin, TX

- Collaborated with artists, developers, and manufacturers to create and fulfill custom retail products
- Designed and maintained 25+ custom websites using platforms like WordPress, Figma, BigCommerce, and Webflow
- 100+ unique social media campaigns generated across Instagram, Facebook, LinkedIn, X, and TikTok
- Designed and organized newsletter campaigns for audiences of 10,000+ subscribers
- Worked directly with marketing managers and business owners to create fliers, copy, ads, logos, and video content for advertisements

ROW Marketing **Jan 2021 - Jul 2021**
Digital Marketing Intern Remote

- Managed the social media accounts of three different businesses while creating 50+ custom social media posts as well as 10+ SEO-optimized articles for their blogs

VOLUNTEER WORK

Chakancha Tea **Jan 2021 - Jun 2021**

- Designed and launched a website for a Kenya-based tea farm and exceeded the $20,000 Kickstarter campaign goal

Kids Prosper Kids **Jan 2021 - Jun 2021**

- Worked as a research lead for a nonprofit aimed at building vocational schools in Ghana, Africa.

SKILLS

Technical: HTML / CSS / Javascript / Rust / React / Git / API
Tools and Software: Microsoft Office 365 / Canva / Photoshop / Constant Contact / Hootsuite / Hubspot / Salesforce / Zapier / Cloudflare / Google Analytics / Atlassian / Confluence / Postman / Kibana / Excel