

Luis Enrique Lan

Austin, TX

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Linked 

SUMMARY

- ✓ Sales Executive & Strategist with 9+ years of experience in outbound sales, client relationship management, and revenue optimization. Proven track record in cultivating relationships and delivering measurable revenue growth.

EMPLOYMENT HISTORY

[Jay Shetty Newsletter](#), Remote

September 2025 – Present

Brand Partnerships & Sales Lead, Contract

- Built sponsorship foundation for a 750K+ subscriber newsletter by creating IO form, pricing frameworks, and a full media kit.
- Led sponsorship outreach, securing test buys with top brands including Incogni, along with interest from FinanceBuzz, Red Ventures and Shopify.
- Defined ICP, advised on growth strategies, and implemented a sales plan to scale ad revenue.

[Better Than Points](#), Remote

January 2024 – Present

Partnerships & Email Growth

- Saved \$1M+ in travel costs for 20+ clients by optimizing credit card strategies and auditing spending, including 4x ad savings for agency owners.
- Cut international travel expenses by 95% on average through data driven point redemption services.
- Grew newsletter subscriber base from 0 to 10,000+ within one year using targeted Meta ad campaigns, achieving a sub \$1 CAC with high engagement rates

[Prince of Travel](#), Remote

September 2024 – Dec 2024

Business Consultant, Contract

- Developed and executed content strategy for various newsletters reaching 100K+ readers, creating a tailored framework for the US audience.
- Advised on market transition strategies from Canadian to US, ensuring compliance and tailoring messaging for new audiences.

[Atmosphere](#), Austin, TX

October 2022 – Dec 2023

Account Executive

- Ranked in the top 20 of 250+ account executives globally by consistently closing deals and driving client engagement.
- Generated over \$50K in revenue monthly, consistently surpassing quota.

[USI & U.S. Rick LLC](#), Austin, TX

July 2017 – April 2022

Account Manager/Wholesale broker/Underwriter

- Managed and grew a \$28 multimillion book of business by 10% YoY reporting to VP.
- Generated over \$1.3M in new revenue annually, achieving 48% of the team's NB quota.

EDUCATION

The University of Texas at Austin

BS, Mathematics & Statistics; Actuarial Science Austin, TX

SKILLS

Relationship Management | Bilingual (Spanish/English) | Project Management
Media Planning & Buying | Data Driven Decision Making | Conversion Optimization
Newsletter Advertising | Content Strategy | Loose Leaf Tea Connoisseur