

Mary Forma:

Business Development, Marketing & Sales

projects@maryformichelli.com | call/text (512) 585-1367 | Austin, TX 78746

A Marketing and Sales Generalist with experience in family businesses, professional services business development and sales operations. With a full quiver of skills, insights and tools at her disposal, your business is sure to be on a growth upswing with Mary's help. She works under, and for, CEOs as the executor of their sales and marketing efforts.



2025 Offerings

Online Presence Binder

Domain Details | Social | Accounts | Email | Inbound Links | Reporting | Recommendations
\$250

Client Database Sanitization + Prep for Holidays, Newsletters
Holiday Mailing Lists | Social, Email, Print | VIP gifting and management | Newsletter
\$2.75 per unique individual address delivered

Lead or Demand Generation
Appointment Setting | Networking | PPC Campaigns | CRM Management | SEO applications
\$250 each

Social Media
Linkedin Posts | Instagram Reels | Social Media Following Promotions | X Posts | TikToks
\$25 each

Website
Updates | Analytics + Webmaster Tools | New Features Rollout | Hosting Migration
\$75 per hour

Printables + Swag
Menus | Matchbooks | Business Cards | Client Swag | Corporate Swag | Conference Swag
\$100 each

Special Projects
Business Intelligence Reporting | Bookkeeping | CRM Optimization | Event Management
\$1,500 per project

Clever, capable, self-propelled professional salesperson with extra skills in database management and reporting. Held consultative sales roles working with hundreds of logistically unique company types. Here's my work history:

Reagan Outdoor Advertising, Austin, TX

End-to-End Sales for Billboard Advertising
Winning MVP of 2025 Q1 with 400% of quota

Udacity, Austin TX

Sr. Business Development Representative
Fortune 500 Appointment Setting

Centre Technologies, Austin TX

Account Executive and end-to-end business
development to open Austin market for MSP

FormaTech IT Services, Austin, TX

Contract agreement renewals = \$115k/month MRR for
MSP

Evocalize, Austin, TX

Account Executive end-to-end SaaS sales generation

Cosential, Austin, TX

Business Development Manager, team of 5
Account Executive, top performer at SaaS firm
Business Development Representative cold calling

Marin Software, Austin, TX

Business Development Representative - cold calling and
appointment setting for SaaS

Austin Web Design, Austin, TX

On- and Off-site search engine optimization
positioning strategies for web design clients

FormaTech IT Services, Napa, CA

Computer Network Support Contract Sales \$6M
Microsoft Office Certified Professional

Napa SEO Consulting, Napa, CA

On- and Off-site search engine optimization
positioning strategies; SEOConsultants.com Directory
Listing; Google Analytics Qualified Individual

Napa Downtown Association, Napa, CA

Board of Director

Napa Chamber of Commerce, Napa, CA

Legislative Action Committee, Member

Leadership Napa Valley, Class 18

Voted "Mayor for the day"

1901 First Street Attorneys at Law, Napa, CA

Receptionist and Bookkeeper

Silverado Country Club & Resort, Napa, CA

Catering + Conference Services Department
Administrative Assistant

HealthQuest Fitness Club, Napa, CA

Membership Tours and Sales

Perfect Puree of Napa Valley, Napa, CA

Mailing List Database Manager

Rodger Griffin Building Design, San Jose, CA

Bookkeeper, Rebuilt 3 years of books for tax prep

EY ("Ernst & Young"), San Jose, CA

Executive Assistant to the International Tax Services
Department

The Elephant Bar, San Jose, CA

Cocktail Server in Main Bar

Goosecross Winery, Napa, CA

Wine Tasting Concierge

Uva Trattoria e Enoteca, Napa, CA

Floor Manager, Bartender, Outside Marketing, Events,
Wine Sales and Host

Napa River Adventures, Napa, CA

Boat Tours, Marketing and Administration

Wine Country Reservations, Napa, CA

Website Development, Search Engine Optimization,
Content Writer, Advertising Sales, Concierge Services

Black Tie Taxi, Napa, CA: Marketing Campaign

Program to All Concierges in Napa Valley for Launch

Napa Valley Tours, St. Helena, CA: Marketing campaign
for All Conference Services Departments at Hotels and
Resorts to leverage this tour group for off-site activities

Extras: Wine + Food Aficionado | Hospitality Guru |

Business Consultant | Guerilla Marketer | Mixer

Networker | Event Planning | Mistress of Ceremonies | Vibe

Cultivator | Ambiance Setter | Client-facing representative