

CARSON ROELL

Toronto, ON

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PROFESSIONAL SUMMARY

Motivated and disciplined professional transitioning from entrepreneurial work into Tech Sales and Financial Services. LLQP licensed and known for my grit and reliability. I am a proven self-starter with a track record of learning quickly in fast-paced environments. Combining hands-on experience in lead engagement, customer communication, and CRM-driven workflows. Whether executing outreach campaigns across digital channels or qualifying prospects through discovery, I bring a coachable, problem-solving mindset and a commitment to delivering consistent team results.

CORE COMPETENCIES

Digital & Analytics: HubSpot CRM, Google Analytics 4, SEO, Marketing Automation

Professional Skills: Customer-Centric Communication, Coachability, Time Management, Problem Solving

Lead Generation & Outreach: Lead Qualification, Multi-Channel Outreach, Outreach Sequences, Customer Engagement

Sales & Marketing Operations: CRM Usage, Pipeline Tracking, Campaign Execution, Reporting

PROFESSIONAL EXPERIENCE

Sales Associate – SalesOptAI, Aurora, ON (2025–Present)

- Engaged inbound and outbound small-business leads to support adoption of AI-powered voice reception tools.
- Conducted product demonstrations and supported pipeline handoff.
- Collaborated with sales and marketing teams to improve outreach workflows.

Owner & Operator – Cut N’ Roell Painting, Muskoka, ON (2023–2025)

- Built and managed a client pipeline from scratch using referrals and customer follow-up.
- Handled all lead intake, quoting, scheduling, and customer communication.
- Delivered projects on time with high customer satisfaction and repeat business.

Licensed Insurance Agent – World Financial Group, Remote (2025–Present)

- Licensed to sell life insurance and related financial products (LLQP).
- Conducting discovery calls, needs assessments, and product explanations.

PROJECTS

Big Flight Deals – Founded a solo-travel brand focused on SEO-driven content and affiliate tools.

Digital Product Development – Designed Notion-based planners for online distribution.

EDUCATION

Bachelor of Commerce, Marketing Management – University of Guelph (2018)

CERTIFICATIONS

Inbound Sales – HubSpot Academy (2025)

Inbound Marketing – HubSpot Academy (2025)

Google Digital Marketing & E-Commerce – Coursera (2024)

GA4 Certification – In Progress

LLQP certified