

Paul Ralyea

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Manhattan Beach, CA

Experience

Partnerships and Content Curation

DMG Productions • Jupiter, FL

01/2025 - Present

- Owning and managing executive level accounts, combining pre-meeting product research, consultative discovery, and full cycle deal management to guide prospects from qualification all the way to signed production agreements and project execution.
- Managing a fast moving sales pipeline in Hubspot and Salesforce, leveraging LinkedIn Sales Navigator and ZoomInfo to move opportunities from discovery to signed agreements within sharp timelines (\$300k+ in signed PA's)
- Effectively operating on the inverse side of the sales cycle, regularly evaluating SaaS and technology platforms through Demos to determine fit before advancing into signed commercial agreements.
- Leading partnership development for nationally distributed technology focused programming, most recently hosted by entrepreneur Daymond John, airing on Bloomberg TV and Amazon Prime Video.
- Nurturing relationships with SMBs and startups across Technology, energy, healthcare, manufacturing, and other innovation driven sectors through rigorous prospecting and strategic outreach.
- Running my own meetings, staying ahead on deals through close monitoring of funding activity, product launches, and platform updates.
- Working hands-on with founding teams worldwide, flexing across time zones to keep follow-ups moving and deals alive.
- Guiding partners through the full production lifecycle, from initial strategy and positioning, to scripting post-production, and distribution.
- Collaborating with my internal teams to ensure content is aligned with network standards, audience expectations, and long term brand value for both parties.
- Contributing to the sustained growth of the series by expanding pipelines with constant attention to evolving business developments within innovation focused communities.

Business Development Representative

DSI Agency • West Palm Beach, FL

12/2023 - 01/2025

- Led business development initiatives supporting agency growth by aligning our insurance solutions with broader operational strategy.
- Analyzed market conditions, industry trends, and evolving compliance requirements to advise business owners on appropriate coverage structures.
- Built and managed a multi-market pipeline by combining data driven prospecting and executing a minimum of 100+ outbound/inbound calls daily.
- Managed high-volume outreach across phone, email, and LinkedIn while maintaining detailed CRM records.
- Translated complex insurance products into clear and actionable guidance for dealership owners across a wide range of backgrounds.
- Developed and executed seasonal field campaigns to expand brand visibility and strengthen community presence.
- Established relationships with conference organizers auction houses, and industry groups to position our agency closer to newly established prospects.
- Served as the on site ambassador at FMCSA related events and major auctions including Manheim, SFAA, and TCAA.
- Recognized for responsiveness, operational reliability, and creative execution that supported agency growth.

Founder

Pvrallyprojects • Los Angeles, CA

11/2019 - 12/2023

- Founded and operated an independent creative and consulting business serving restaurants, food brands, and local event holders.
- Advised clients on digital presence, customer growth, and overall marketing strategy using expertise on existing and emerging social platforms.
- Designed and executed targeted campaigns informed by platform analytics and customer behavior.

- Generated consistent monthly revenue through engagements and retainers.
- Delivered visual production services while managing client expectations, pricing, and timelines.
- Developed a practical understanding of entrepreneurship, business strategy, and what it takes to drive brand growth.

Sales Representative

Vivint • Los Angeles, CA

06/2021 - 11/2023

- Hit the streets daily, prospecting and closing new business through high-volume door-to-door outreach and cold calls.

Educated homeowners on smart home solutions, adapting my pitches on the fly to match individual needs and objections.

- Closed deals under pressure, often managing multiple prospects and follow-ups daily.
- Built resilience, persistence, and strong interpersonal skills through direct, buyer facing sales interactions.
- Collaborated with teammates to optimize routes, share insights, and push results.

Personal Assistant

Law Offices of Schlossberg & Umholtz • Los Angeles, CA

06/2013 - 08/2015

- Supported executive leadership with administrative, scheduling, and document management responsibilities.
- Maintained strict confidentiality while handling sensitive personal and professional information
- Coordinated calendars, meetings, correspondence, and daily logistics.
- Served as a trusted point of contact between clients and firm leadership.

Skills

CRM fluency (Salesforce, HubSpot, Pipedrive), Prospecting tools (LinkedIn Sales Navigator, ZoomInfo), Strategic partnership development, Confidence engaging executive stakeholders, Presentation, storytelling, & Value communication, Quota attainment and overachievement, Market research and analysis, Established network within Tech & Real estate communities, Identifying trends, gaps, and growth opportunities, High EQ with a builder mindset, Inbound and outbound communication skills, Virtual presentation skills, Meeting facilitation and follow up execution, Cross-functional collaboration, Negotiation & Closing

Education

Entrepreneurship

San Diego State University • San Diego, CA

Business administration

San Diego Mesa College • San Diego, CA

Mira Costa High School • Manhattan Beach, CA

06/2015

My why

I am motivated by understanding how ideas become businesses and how businesses earn trust at scale. My work sits at the intersection of partnerships, sales, and strategy, where identifying market trends, growth opportunities, and the real world impact of new technologies and products is essential. I am particularly intrigued by how emerging platforms, products, and data driven tools reshape operations, customer behavior, and competitive positioning. Across multiple industries different client facing environments, I have built a reputation for facilitating high level conversations, aligning stakeholders, and helping deals move from initial discussion to signed agreements. Known for clear thinking, preparation, and relationship driven follow through, I bring a disciplined and curious approach to translating complex offerings into practical business value that supports long term growth for both organizations and their partners.