

Paul Ralyea

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About me

B2B sales professional with 4+ years of experience driving outbound, discovery, and executive-facing conversations across insurance and media. Most recently setting 20+ weekly meetings with C-suite teams, prospecting innovative startups, and passing qualified opportunities to advisors to secure five-figure media placement contracts on platforms such as Bloomberg TV and Amazon Prime Video. Strong at building fast rapport with senior decision-makers and moving deals forward in competitive, high-stakes sales environments. AI-native and proactive about using modern tools to level up outreach and discovery.

Experience

Sr. Producer - Partnerships & Content

01/2025 – Present

DMG Productions (Discoveries Today, hosted by Daymond John)

Jupiter, FL

- Owning enterprise accounts, blending research, discovery calls, and full-cycle management to drive deals from qualification to project execution.
- Analyzing trending and high growth companies/startups weekly from the inverse sales cycle perspective, dissecting user side demos and technical synergies to craft strategic media placements.
- Tracking funding rounds, product updates, prospects competitors through Crunchbase and other sources, maintaining technical knowledge and market awareness for meetings.
- Maintaining long-cycle deals with executive teams navigating budget constraints, and realigning timelines to keep opportunities active for future allocations.
- Negotiating full segment buyouts, retention agreements, and high-value PAs/contracts (\$20K-\$50K), expanding deal sizes and revenue through direct stakeholder meetings.
- Driving pipeline by nurturing relationships with prospects at high-growth tech, energy, healthcare, finance, and innovation focused companies, booking a high-volume of Zooms weekly across both domestic and international time zones.
- Owning complex deal flows across CRMs, managing opportunities from discovery through close with speed and discipline.
- Partnering with executive teams to cross-sell digital IP licensing aligned to GTM goals, driving expanded deal scope.
- Identifying new deal opportunities using LinkedIn Sales Navigator and ZoomInfo, constantly expanding my pipeline and creating momentum to keep meeting volume high.

Business Development Representative

09/2022 – 12/2024

DSI Agency

West Palm Beach, FL

- 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 both new and existing business owners on appropriate coverage structures.
- Built and managed my pipeline by combining data driven prospecting and executing high volumes of outbound dials and in person dealership visits.
- Onboarded 130+ new dealerships (45% client growth) to our existing book of business.
- Managed high-volume outreach across phone, email, and LinkedIn while maintaining detailed CRM records (Salesforce, Better Agency).
- Translated complex insurance products into clear and actionable guidance for dealership owners throughout the state of Florida.
- Developed and executed seasonal field campaigns on weekends to push brand visibility and strengthen community presence.
- Established out of office relationships with conference organizers, auction houses, and industry groups to position our agency closer to newly established prospects.

Founder

Pvralyprojects

11/2019 – 08/2022
Los Angeles, CA

- Founded and operated an independent creative and consulting business serving restaurants, local brands, and independent business owners throughout Southern California.
- Cultivated an influencer network to execute venue collaborations and amplify reach, driving event attendance and partnerships.
- Managed a total of 40+ clients during the height of the pandemic, navigating extreme uncertainty while making sure revenue was flowing and foot traffic was steady.
- Negotiated deal terms and while communicating my value, often under compressed timelines and tight budgets.
- Advised clients on digital presence, customer growth, and overall marketing strategy using my expertise on existing and emerging social platforms.
- Designed and executed targeted campaigns by utilizing platform analytics and customer behavior (Google Analytics, Klaviyo, Meta Ads, Tik Tok).
- Generated consistent monthly revenue through engagements and monthly retainers.

Sales Representative

Vivint Smart Home

11/2019 – 06/2020
Los Angeles

- While continuing to develop my skills operating my own company, I intentionally took on an additional sales role to refine my skills in a high-rejection environment.
- Leveraged my extensive Los Angeles network to drive sales, utilizing existing personal relationships with real estate agents that generated consistent high-value leads and installations through trusted referrals.
- Hit the streets daily, prospecting and closing new business through door-to-door outreach and cold calls.
- Closed deals under pressure, often managing multiple prospects and follow-ups daily.

Personal Assistant

Law offices of Schlossberg and Umholtz

06/2013 – 08/2015
Los Angeles, CA

- Supported executive leadership with administrative, scheduling, and document management responsibilities.
- Served as a trusted point of contact between clients and firm leadership.
- Handled sensitive legal documents and correspondence while maintaining strict confidentiality standards.

Skills & Strengths

CRMs

(Salesforce, Hubspot, Zoho, Pipedrive)

AI

(GPT, Claude, Perplexity, Gong)

Quota attainment & overachievement

Meeting facilitation & follow up execution

Consultative selling

Market research and analysis

Objection control

Prospecting/Sales tools

(Zoominfo, LinkedIn Sales Navigator, Outbound.io, Apollo)

C-level executive engagement

Negotiation & Closing

Sales pipeline management

Strategic partnership development

High EQ with a builder mindset

Highly coachable

Growth minded; seek feedback and execute on it

Education

San Diego State University

San Diego, CA

San Diego Mesa College (AS-Transfer)

San Diego, CA