



**Curriculum Vita
January 2026**

Instructor: Bethany Ferrall, Adjunct Instructor

Academic Department: College of Innovation and Design

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East Texas A&M University Addresses:

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Dallas Site: 8750 North Central Expressway, Suite 1900, Box 30, Dallas, TX 76231

College of Innovation and Design Office Phone: 214.954.3615 & 903.886.5878

EDUCATION

Master of Science, Management
East Texas A&M University, May 2022

Graduate Certificate in Operational Excellence
Six Sigma Greenbelt
East Texas A&M University, December 2020

Master of Science, Higher Education Administration
East Texas A&M University, August 2017

Bachelor of Arts, Public Relations & Political Science
University of South Carolina, May 2005

TEACHING EXPERIENCE

August 2020 - Present
Adjunct Instructor
East Texas A&M University, College of Innovation & Design

PROFESSIONAL EXPERIENCE

TRANSFR | Remote (Texas-based)

Regional Sales Manager (*Southwest*) | February 2022 – Present

- **Promoted from Account Executive in 2025**
 - **Player Coach Role:** Responsible for a multi-million dollar annual quota for Texas, Arizona, Colorado, New Mexico, & Utah, and the onboarding and development of two junior reps
- **Top Performer:** Ranked among the **top 5** account executives, responsible for **10% of net new revenue** across the company.
- **Consistently Achieved \$2M+ in Annual Sales:** Delivered over **\$2 million in sales in both 2023 & 2024**, growing closed-won revenue from **\$435K (2022)** to **\$2.43M (2023)**.
- **Award-Winning Sales Leadership:**
 - **2023:** Recognized for **Most Creative Strategies** in developing innovative approaches to customer engagement and sales conversion.
 - **2024:** Received **Partnership Building Excellence Award** for establishing high-value, long-term relationships with schools and organizations.
- **Full Sales Cycle Ownership:** Managed pipeline development, prospecting, qualifying, demoing, and closing in a multi-state region with a **\$2M+ net new business quota**.
- **EdTech Stakeholder Engagement:** Built consultative relationships with K-12 schools, higher education, workforce development, and government agencies to drive adoption of virtual training solutions.
- **Customer-Centric Selling:** Developed tailored solutions based on needs assessments and data insights, increasing customer retention and upsells.
- **Strategic Partnerships:** Worked cross-functionally with marketing, product, and operations to drive adoption, execute campaigns, and optimize customer onboarding.
- **CRM & Data-Driven Sales:** Maintained high accuracy in Salesforce, leveraging analytics to refine outreach strategies and forecast revenue.

EAST TEXAS A&M UNIVERSITY | Commerce, TX

Associate Director, Operations – Career Development | March 2021 – Present

(Previously Assistant Director & Employer Relations Coordinator, 2014-2021)

- **Scaled Employer Partnerships:** Built and managed a network of **200+ corporate partners**, securing long-term engagement in recruitment initiatives.
- **Revenue Growth:** Increased department revenue **by 105%** through innovative employer sponsorships and engagement strategies.
- **Data-Driven Decision-Making:** Collected and analyzed student & employer hiring data to refine program offerings, leading to **95%+ satisfaction ratings**.

- **Event Execution:** Led planning and execution of **50+ annual career fairs, employer workshops, and networking events**, with audiences ranging from 10 to 500 attendees.
 - **Tech & CRM Expertise:** Implemented and optimized Handshake for job postings and student engagement, ensuring seamless employer-student connections.
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IT-ODOGY | Remote/Traveling

Campus Relations Director (Recruiter) | September 2012 – April 2014

- **EdTech Outreach & Recruitment:** Conducted **50+ workshops & 40+ career fairs annually**, connecting students with tech job opportunities.
- **SaaS & ATS Management:** Led customer support for **Simplicity ATS**, increasing student usage by **400%** in two years.
- **Employer Partnerships:** Secured renewals with **200+ employers and 80 educational institutions**, expanding career placement opportunities.