



JACK RYAN BOHANNAN

SALES | COACHING

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SUMMARY

Consultative closer and coach with a 48% enrollment rate on personal coaching leads, blending a decade of facilitation and deep discovery skills with a background in conversion-focused marketing. I build trust fast, find what clients actually want, and turn conversations into commitments — now seeking a high-ticket sales role in the personal dev space.

ACHIEVEMENTS

Sales: 48% enrollment rate on my personal coaching leads
Funnel: Created organic Instagram content reaching +4 million views
Copywriting: 64% ROAS increase for e-commerce client
Remote work: Built and sustained a freelance business for 6 years
Podcast: 50 episodes and counting

WORK EXPERIENCE

Coach & Facilitator | 2023 – 2026

- Closed enrollment calls at 48% on warm leads through consultative discovery — surfacing the real motivations and blocks beneath stated goals
- Guided clients through high-stakes transformation in long-term 1:1 engagements, building trust fast and holding accountability
- Facilitated men's circles reading emotional states in real time to move people from hesitation to action

Freelance Marketing Writer | 2016 - 2022

- Wrote conversion-focused copy across the full funnel — landing pages, email sequences, sales pages, driving a 64% increase in ROAS for an e-commerce client
- Managed freelance business and major content projects across multiple subject-matter experts and stakeholders
- Served international companies, agencies, and small businesses, adapting to each buying context

Customer Service Representative | 2010 - 2014

- Built rapport to guide customers toward decisions
- Developed foundational consultative instincts

EDUCATION

BA Marketing & Communications

*Metropolitan State University,
Magna Cum Laude, 2016*

AAS Renewable Energy Technologies

San Juan College, 2011

CERTIFICATIONS

Advanced Relationship Coaching

Somatica Institute 2023

Men's Group Facilitator Training

ManKind Project (IGFT) 2018

Sales Certification

Empath Closing School 2026

SALES SKILLS

Consultative discovery
Objection handling
Enrollment/closing
Needs assessment
Building rapport fast
Emotional attunement
Follow-up & pipeline nurture
Handling price conversations

TECHNOLOGY SKILLS

MS Office, Google Workspace
Wordpress, Squarespace, Systeme
Slack, Trello, Teams
Hubspot CRM