

Brenda Charles

Sometown, NC 27601 • (555) 555-5555 • bc@somedomain.com • LinkedIn URL

Available for Relocation and Extensive Travel

SALES DIRECTOR

Specializing in new business development and market expansion

- Combine entrepreneurial drive with business-management skills to increase revenues, market share and profit performance.
- Communicate a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members.
- Cultivate excellent relationships with new prospects and existing customers.
- Turn around lagging operations and prepare companies for fast growth and profitability.

SKILLS

- | | |
|----------------------------|---------------------------------------|
| ▪ New Business Development | ▪ Turnaround & High-Growth Strategies |
| ▪ P&L Management | ▪ Customer Relationship Management |
| ▪ Strategic Planning | ▪ Staff Training & Development |
| ▪ Operations Management | ▪ Contract Negotiations |
| ▪ Key Account Management | ▪ Budgeting & Forecasting |

PROFESSIONAL EXPERIENCE

ABC Company, Sometown, NC

Sales Director, 2012 to Present

Sales Manager, 2007 to 2012

Customer Service Manager, 2000 to 2007

Advanced to sales director role to serve as a key member of executive team developing sales strategies for a cellular services company. Direct the activities of 25 sales managers and their respective staff (approximately 300 employees). Formulate marketing, brand planning and business-development strategies to drive revenue growth.

Outcomes:

- Revived operation on the verge of bankruptcy to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
- Tripled annual sales volume within four years, growing sales from \$15 million in 2012 to \$45 million in 2016.
- Achieved 2016 Star Performance Award for outstanding sales results, representing the first time the division achieved this recognition.
- Led the growth of sales department from 175 to 300 employees. Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.