

# Jessica Claire

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## PROFESSIONAL SUMMARY

- Ambitious Outside Sales Representative developing plans to meet my clients professionals' needs. Well-versed in building valued discussion around Broadcast Radio and Digital Marketing needs and opportunities to increase sales. Strategic and efficient with drive for applying sales techniques that support corporate mission.

## ACCOMPLISHMENTS

### SKILLS

- Product and service sales
- Computer proficiency
- Training & Development
- Data management
- Microsoft Office
- Critical thinking
- Conflict resolution
- Responsible
- Multitasking abilities
- Analytical skills
- Good listening skills

## WORK HISTORY

### REGIONAL ACCOUNT MANAGER /DIGITAL MARKETING SPECIALIST

10/2020 to CURRENT

Ddb | New York, NY

- Stayed up-to-date on changing industry and product standards and trends related to accounts.
- Strengthened customer relationships with proactive and collaborative approach to managing needs.
- Used targeted questioning strategies to discover insight on prospect needs and requirements.
- Identified sales growth opportunities by networking and building relationships with potential advertisers.
- Prepared and deliver customer sales quotes.
- Increased sales with execution of full sales cycle processing from initial lead processing through conversion and closing.
- Kept detailed records of daily activities through online customer database.
- Contributed to team objectives in fast-paced environment.
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
- Developed and implemented strategic account plans to generate new, advantageous customers.
- Prospected to increase sales lead pipeline and converted leads into new customers.
- Served customers with knowledgeable, friendly support at every stage of shopping and purchasing.
- Recorded accurate and efficient records in customer database.
- Liaised between clients and support team to quickly resolve issues.
- Fostered lasting relationships with customers through effective communication and quick response, resulting in long-term loyalty and expanded client base.
- Fielded customer complaints and facilitated negotiations, resolving issues and reaching mutual conclusions.
- Performed outside business-to-business sales with proven proficiency in prospecting and territory management.
- Negotiated prices, terms of sales and service agreements.
- Set and achieved company defined sales goals.

### ACCOUNT EXECUTIVE

02/2019 to 10/2020

Hersha Hospitality Management, Lp | Southington, CT

- Negotiated sales deals between customers and agency, resulting in mutually beneficial agreements and cultivated relationships.
- Built and strengthened relationships with new and existing accounts to drive revenue growth.
- Identified sales growth opportunities by networking and building relationships with potential advertisers.
- Presented key decision-makers with new and updated account strategies.
- Delivered services to clients to secure additional business and grow revenue streams.
- Created and executed account strategies to present services to key decision makers.
- Used targeted questioning strategies to discover insight on prospect needs and requirements.
- Executed successful budget, talent and sales campaign development.
- Reviewed accounts monthly to monitor and track customer satisfaction and complaints.
- Upsold special packages while preparing quotes for potential clients.
- Prospected new clientele through networking, cold calling, canvassing and referrals.
- Increased profitability and pipeline development by leveraging diverse marketing channels and sales strategies.
- Collected information from clients before securing accounts, verifying payments and special needs.
- Maximized revenue by servicing accounts and proposing new products and services to established customers.
- Delivered targeted multi-platform integrated sales presentations, facilitating customer base expansion and revenue generation.
- Distributed marketing materials to existing and prospective clients and presented materials to client audiences.
- Strengthened customer relationships with proactive and collaborative approach to managing needs.
- Drove new business development through qualifying leads, building relationships and executing strategic sales.
- Stayed up-to-date on changing industry and product standards and trends related to accounts.
- Presented product concepts and offerings to clients based on established specifications and preferences.

### DIRECTOR OF SALES AND MARKETING

02/2005 to 05/2017

Childers Media Group / Maverick Media | City, STATE

- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- Developed and implemented SEO techniques to maximize internet traffic and presence.
- Produced P&L statements to enable research into loss-reduction strategies.
- Cultivated and maintained strategic alliances with key partners and vendors.
- Implemented sales and marketing program to support company objectives, resulting in 5% increase in new business annually.
- Led crisis management team and provided quick turnaround solutions.
- Organized events and product presentations related to national conferences and conventions.
- Analyzed sales and marketing data for improved strategies.
- Developed positive, performance-based internal sales and marketing culture to include mentoring staff.
- Managed sales promotions and marketing strategies on major social media sites.
- Pursued certification in Digital Marketing to improve creative sales skills and influence decision-makers.
- Resolved problems with high-profile customers to maintain relationships and increase return customer base.
- Built relationships with customers and community to establish long-term business growth.
- Prepared and implemented strategic growth plans for territory based on company goals and expectations.
- Built deep relationships with store managers, business owners and distribution partner sales teams by employing industry expertise and knowledge, retail strategies and sales tactics.
- Aligned company goals with customer outcomes and increased satisfaction by automating contact management systems.
- Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
- Communicated product quality and market comparisons by creating sales presentations.
- Organized promotional events and interacted with community to increase sales volume.
- Coordinated staff sales meetings to discuss developmental strategy, best practices and process improvements.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Hired, supervised and coached 17 employees on sales strategies to optimize performance.
- Facilitated business by implementing practical networking techniques.
- Increased sales volume by expanding product line to new retailers, including warehouse clubs and natural food chains.
- Monitored sales team performance, analyzed sales data and reported information to area managers.
- Increased profit margins by effectively controlling budget and overhead and optimizing product turns.
- Investigated and integrated new strategies to expand business operations and grow customer base.
- Maintained up-to-date knowledge of competitor products and pricing in market served.
- Exceeded sales quotas and increased profitability through effective sales strategy and business planning.
- Enhanced profitability by developing pipelines utilizing marketing and sales strategies.
- Coached and promoted high-achieving sales and account management employees to fill leadership positions with qualified staff and boost company growth.

## EDUCATION

### Associate of Science | Accounting And Finance

05/1994

University of Texas , Berlin Germany

### High School Diploma

05/1990

Lima Senior High School, Lima, OH

## CERTIFICATIONS

## ADDITIONAL INFORMATION

- President of the Lima Chamber of Commerce Leads Group
- Member of the Lima Noon Optimist Service Club
- Life Time Member and Volunteer at VFW Post 1275
- Volunteer at Our Daily Bread Food Bank
- 6 Year Past President for BNI (Business Networking International)