

Alden Watson

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SUMMARY

Skilled Marketing Account Manager focused on maximising sales by managing all accounts systematically and logically. Dedicated professional with belief that consistency and dedication build the most successful business partnerships. Successful at expanding network connections and introducing products persuasively.

HIGHLIGHTS

- Prospecting and cold calling
 - Strategic account development
 - Product training and placement
 - Strong interpersonal skills
 - Customer-orientated
 - Proven sales track record
 - Relationship selling
 - Formulating quotes
 - Strong communicator
 - Expertise in MS Office
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EXPERIENCE

Marketing Account Manager, 07/2010 to Current

Sensation Marketing — Roath, Cardiff

- Write and present business proposals to established and prospective clients.
- Negotiate details of marketing campaigns with clients and external media partners.
- Monitor and track campaigns to determine effectiveness and determine future changes.
- Create media and marketing plans to present to customers.
- Assess and research market competition in order to develop effective tactical marketing plans to drive client revenue growth.
- Effectively manage multiple simultaneous projects with continuously rolling schedule.

Marketing Account Manager, 02/2008 to 06/2010

Harlan and Harlan — Roath, Cardiff

- Maintained constant contact with key clients to develop service offerings and answer needs.
- Coordinated with marketing team and creative directors to facilitate customer projects.
- Kept projects on budget and moving efficiently through objectives.
- Developed all documentation, schedules, and instructions for creative team.
- Inspected and signed off on all concepts, proofs, and final marketing products.

Marketing Account Manager, 08/2006 to 01/2008

Commercial Marketing Professionals — Roath, Cardiff

- Prepared marketing presentations and met with clients to offer services.
 - Aggressively prospected new business in region.
 - Traded sales strategies and lead with team to ensure department-wide success.
 - Researched potential clients to specifically target marketing needs from first contact.
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EDUCATION

Bachelor of Science: Marketing, 2006

University of Oxford — Oxford, England

Coursework in Macroeconomics, Business Communication, Marketing Principles, B2B Marketing, Research, Finance, Consumer Behaviour, and International Business