

# 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 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)