

Glenn Law

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SUMMARY

- 11 years of success in account management, customer relationship management, and sales.
- Proficient understanding of account management principles, marketing terminology, customer-facing strategies and data analysis.
- Technologies used: Microsoft Office Suite, G Suite, Salesforce, HTML, CSS, JavaScript, Git,

EXPERIENCE

Account Manager | Barton Perreira | New York, NY

August 2016 – April 2020

- Developed and executed roadmaps for a portfolio of 20 accounts, ensuring successful adoption, continual engagement, and sell-through of Barton Perreira Products.
- Initiated business review presentations for key accounts quarterly, discussing phase implementation, ROI, and new products leading to cementing over 50 relationships with buyers plus c-level management teams.
- Identified client goals and worked closely with the partnership teams to bring marketing campaigns to life in 5 key accounts each quarter.
- Produced strategies using Joor for client management & purchase orders, which led to 100% retention, 10% account expansion, and increased purchase orders.

Brand Ambassador | Luxottica | New York, NY

July 2015 – July 2016

- Co-ordinated the Persol relaunch at Bergdorf Goodman, implemented 4 focus weeks and training sessions, which improved sales by \$10,000 in the third quarter.
- Initiated and managed relationships with key accounts; wrote and executed business plans that resulted in a 114% (\$120K) increase in division revenue over a year.
- Sustained ongoing product knowledge training, analyzing luxury market trends, promoting seasonal incentives, upholding service standards for three New York-based accounts (Saks Fifth Avenue, Neiman Marcus, Barneys New York).
- Reduced Saks accounts' inventory shrinkage by 10% while further increasing sales by implementing a double-check inventory strategy

Sales Specialist | Moscot | New York, NY

July 2009 – July 2015

- Generated over half a million in sales annually by analyzing customer trends and curating custom designs.
- Revamped the MyVisionExpress inventory management system for over 10,000 UPCs and implementing a double-check system, causing a 25% decrease in inventory shrinkage.
- Produced a client book with over 150 customer contacts using MyVisionExpress.
- Evaluated client characteristics, taking pupil distance measurements, reviewing style selections, customizing prescription frames, and fit for over 1,000 individual clients.

EDUCATION

Berkeley College | New York, NY

July 2011 – July 2014

Bachelor's Degree; Business Administration and Management

Complete 62 Credits*