

Kofi Armah

Senior Account Executive | Client Partnerships & Media Strategy

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Professional Summary

Results-driven Account Executive with over 20 years of experience in B2B sales, client engagement, and strategic media execution. Adept at designing tailored marketing campaigns, managing high-value accounts, and leading cross-functional teams. Skilled in CRM systems, solution selling, and media strategy. Known for implementing new procedures and technologies that enhance communication, streamline operations, and boost efficiency. Committed to exceeding performance targets and delivering client-centric results.

Core Competencies

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| • Sales Process Management | • Technical Aptitude |
| • Customer Relationship Building | • Team Collaboration |
| • Salesforce CRM | • Marketing |
| • Solution Selling | • Project Management |
| • Product Demonstration | • Budget Planning |
| • Negotiation | • Communication |
| • Time Management | • Problem-solving |
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Professional Experience

Director, Client Partnerships

Wilkins Media — Jonesboro, AR | May 2024 – Present

- Planning and Executing OOH Campaigns: Developing and implementing innovative out-of-home media campaigns tailored to client objectives
- Media Strategy Development: Crafting effective media strategies to optimize campaign reach and impact
- Vendor Relationship Management: Collaborating with various vendors to ensure seamless campaign execution
- Campaign Optimization: Utilizing analytical skills to monitor and enhance campaign performance.
- Client Communication: Maintaining clear and effective communication with clients to align on campaign goals and outcomes

Account Executive

Lamar Advertising — Jonesboro, AR | July 2017 – Present

- Developed and executed a strategic sales process to identify and acquire new business within the mid-market segment, resulting in consistent revenue growth.
- Built and maintained strong relationships with senior decision-makers, understanding their business needs and positioning Lamar's advertising solutions to meet their objectives.
- Managed sales pipeline using CRM tools (Salesforce) to track leads, activities, and opportunities, providing detailed insights to leadership.
- Delivered exceptional customer service by ensuring successful campaign execution and addressing client concerns promptly.
- Collaborated with team members to share best practices, driving a winning mindset and achieving monthly revenue targets.

Solutions Specialist

Verizon Wireless — Jonesboro, AR | June 2010 - July 2017

- Exceeded aggressive sales targets through a solutions-oriented approach, identifying customer pain points and recommending tailored wireless solutions.
- Utilized Salesforce to manage customer interactions, track sales progress, and ensure customer satisfaction.
- Conducted training sessions for customers and new sales consultants, enhancing product knowledge and driving sales effectiveness.
- Managed product returns and exchanges, ensuring a seamless customer experience.

Wireless Sales Consultant

AT&T — Jonesboro, AR | June 2007 - June 2010

- Achieved sales goals by understanding customer needs and providing personalized solutions.
- Facilitated product launches by booking appointments and demonstrating new products to customers.
- Trained team members on new products and services, contributing to overall sales performance.

Retail Sales (Ladies' Shoe Department)

Dillard's — Jonesboro, AR | October 2005 - June 2007

- Provided exceptional customer service by assisting with purchases, exchanges, and returns.
 - Maintained inventory control and performed opening/closing duties, ensuring operational efficiency.
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Leadership & Achievements

- Led sales teams to exceed quarterly revenue targets while maintaining high customer satisfaction.
 - Introduced internal communication enhancements that improved team productivity and reduced campaign turnaround times by 25%.
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Education

Bachelor of Arts in Business Administration

Arkansas State University -Jonesboro, Arkansas