

## Career Summary:

### Account Executive • Field Sales • Account Manager

- **A dynamic business partner** with twenty years' experience in interdisciplinary Business, education, and leadership skills.
- **An advanced Account Executive with 5 + experience** with a complete working knowledge of all sales motions from start to finish. Proficiency with the Salesforce interface by managing a multifaceted pipeline, tracking, and moving opportunities to completed sales motions. Account strategizing using data analytics, writing cost proposals while positioning pricing and programs accordingly.
- **A dependable professional** who is skilled in establishing trust between customer and company while troubleshooting account issues, which result in client-driven-mutually agreeable outcomes.
- **A Life-long Learner:** Enrolled in Michigan State University's Part-Time Full-Stack Web Design Certification Program. Expected completion is May 2021.

## Professional Experience

### Houghton Mifflin Harcourt

Michigan Account Executive, Territory of Southwest Michigan, April 2019 – October 1<sup>st</sup>, 2020,

Districts with Student Enrollment of 1,500 +

- **Solidified customer loyalty while expanding sales opportunities.** Worked closely with five (5) school districts to resolve pain points and secure \$480,000+ in sales year over year that would have otherwise been lost.
- **Expanded industry influence with analytics planning sessions:** Generated new revenue on a district level by using student assessment data while collaborating with the HMH Solutions Architect Team by offering academic gaps and gains analytics data meetings throughout all seasons of the sales cycle. This resulted in \$550,00 + in sales year over year of intervention programs to 7 districts.
- **Increased personal capacity for content knowledge in a highly competitive industry:** Maintained a complete and comprehensive working knowledge of core, supplemental and intervention k-12 programs along with the technology profiles for each.
- **Position eliminated following market downturn and organizational realignment.**

### Houghton Mifflin Harcourt

Adjacent Markets and PPC Associate Account Executive, March 2015 – April 2019

- **Partnered with Regional Account Executives** in a six (6) state territory with curriculum support, sales calls, program implementations, as well as delivering sales presentations and implementation trainings both in person and remotely.
- **Contributing member** of the Michigan Private, Parochial and Charter Schools' division by meeting or exceeding our sales quota from 2015 through 2018.

- **Designated regional sales and implementation** professional for Math and World Languages for sales below \$50,000 threshold.

**ProUnlimited, Per Diem Curriculum Specialist – Servicing Houghton Mifflin accounts through a contracted provider.  
November 2013-March 2015**

- Assisted Houghton Mifflin Harcourt Area Account Executives with curriculum support, sales calls, and program implementations of Math and World Languages.

#### **Athletes in Action, Senior Staff: Non-profit Sports Ministry**

Ohio: 1994-1999  
California: 1999-2003  
Istanbul, Turkey: 2003-2013  
Michigan: June 2013- November 2013

- **Small group leader and children’s program coordinator:** Refugee Mothers and Toddlers Food Program, Union Church, Istanbul. 2012-2013.
- **Organizational Leader:** National Language proficiency coordinator, events planning, new staff application evaluator and interviewer, new staff trainer. 2005-2013.
- **Teacher** of Health and Science at International Gateway Academy, Istanbul Turkey 2007-2011.
- **Curriculum Developer:** Turkish language for primary school students. 2010-2011. Program is still being used as of 10/2020.
- **On-campus Counselor** of students and small groups at the University of Cincinnati, University of Dayton and University of Southern California, San Bernardino. 1994-2003.

#### **Amway Corporation, Laboratory Technician and Research Marketer: Ada Michigan: 1988-1994**

- **Inspector** of incoming packaging shipments and their compliance to company standards 1993-1994.
- **Marketing Researcher** for product development. Interviewed distributors and compiled reports. 1988-1991.
- **Quality Assurance** Internship Summer of 1992.

#### **Michigan State University, Research Laboratory Assistant/ Food Science and Human Nutrition Department: Lansing, Michigan: 1991-1993**

- **Lab Assistant:** Assisted Dr. Maurice Bennick with on-going research of the metabolism of fats in children with Cystic Fibrosis as well protein levels in varying bean varieties.

### **Education**

1993: Michigan State University: Bachelor’s in science, Food Science and Human Nutrition.  
1991: Grand Rapids Community College: Associates in Science, 1991  
1990: Grand Rapids Community College: Associates in Arts, 1990

### **Languages**

Turkish- Advanced  
Spanish-Beginner/intermediate