

## Account Management - Consulting - Training / Presenting

Over 16 years of successful sales and account management experience practiced in transforming customer relations to that of valued business partner. Expert in consultative selling and translating technical solutions into compelling business opportunities. Adept trainer and presenter with talent for articulating message development and delivery to increase customer satisfaction and raise skill sets of team members. Proficient in Windows OS and MS Office. Familiar with Adobe Acrobat, Photoshop, web design programs, search engine optimization (SEO), and search engine marketing (SEM). Available for travel and relocation. *Additional areas of expertise include:*

- Key Account Management & Retention
  - Needs Assessment & Solution Selling
  - Communicating, Presenting, & Training
  - Training Program Design & Development
  - Technology Support & Implementation
  - Customer Relationship Management
  - Process & Performance Improvement
  - Analytical & Conceptual Problem Solving
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## SIGNIFICANT PROFESSIONAL ACCOMPLISHMENTS

- ◆ **Boosted customer retention to 96% through the creation of comprehensive on-site and web-based training programs** for Experian's newly launched products.
  - ◆ **Consistently achieved monthly sales averages of 133% of target for Canon Inc.** by using strong sales skills to generate additional Accessory sales revenue.
  - ◆ **Awarded "Top Territory Growth" from Experian Corp.** Aggressively identified and pursued new business and up-sell opportunities, significantly increasing sales for Eastern region.
  - ◆ **Reduced pre-production errors by 74% for Ford Motor Company's regional advertising campaigns** while serving as account coordinator for FCB-Ulka.
  - ◆ **Spearheaded national online training program for end-users** of Experian database solutions that led to development of company's first centralized training department.
  - ◆ **Increased viewer awareness of summer programming for Turner Classic Movies** by facilitating the development of national ad campaign as junior account executive for The Miller Group.
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## EXPERIENCE AND SELECTED ACHIEVEMENTS

EXPERIAN CORP - Costa Mesa / Sacramento, CA  
*Global provider of business information with over \$9.1 billion in annual revenue.*

**1998 to 2007**

**ACCOUNT MANAGER (2002 - 2007)**

**ACCOUNT ASSOCIATE / TRAINER (1998 - 2002)**

Managed key accounts with high-revenue corporate customers in vertical markets comprising title companies, mortgage lenders, appraisers, investors, real estate agents, marketing firms, specialty insurers, and government entities. Personally consulted with customers to identify current and future needs, and formulate appropriate solutions that improve usage and revenue. As account associate and trainer, installed new software solutions on customer networks, and coordinated on-site product and technology training for customers in assigned territory.

*Résumé Continued ...*

*Selected Achievements:*

- Worked collaboratively with major client to introduce data solution for direct mail campaigns; grew account revenue from \$20,000 per year to \$500,000 per year within 3 years.
- Prepared and presented training seminar “Customer Mining” to nationwide sales force to improve lead generation activities and increase overall sales revenue.
- Continuously exceeded quarterly sales quotas by 110% for 7 of 8 quarters in 2003 and 2004.
- Developed and implemented direct mail program that increased customers’ participation in monthly training seminars by 200%.
- Created client tracking system that allowed account management team to analyze customer revenue and product usage — adopted by account managers nationwide as best practice.
- Instrumental in developing company’s first formal account management role that was later adopted company-wide. Promoted to account manager in 2002.

CANON, INC – West Sacramento, CA

**1995 to 1998**

*Global company; premier providers of products for home and office with \$6.8 billion in annual revenue.*

**CUSTOMER SERVICE REPRESENTATIVE**

Interpreted, evaluated, and resolved telephone inquiries pertaining to hardware and software applications for computer peripheral products. Documented and tracked status of customer telephone inquiries, coordinated appropriate responses and followed up to ensure customer satisfaction. Successfully marketed and sold additional products to end-users.

*Selected Achievements:*

- Recognized for leadership in sales and customer service. Achieved 133% of sales quota in 1997. Ranked in top 2 of 20 customer service representatives.
- Empowered new employees by providing training and support in product knowledge, market segments and company protocols, which increased productivity considerably.

**EARLY CAREER**

Held positions involving account management for The Miller Group and FCB-Ulka. Coordinated advertising campaigns for Turner Classic Movies, CA Movie Production Co., Los Angeles Olympic Committee, San Jose Tech Museum, and Ford Corporation.

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**EDUCATION AND PROFESSIONAL DEVELOPMENT**

UNIVERSITY OF CALIFORNIA AT SANTA BARBARA

**Bachelor of Arts, Design**

SACRAMENTO CITY COLLEGE

**Certificate in Interior Design**

ENTREPRENEURSHIP INSTITUTE, Columbus, OH

**Success under a Microscope: An In-depth Look at Entrepreneurship; The Business Plan: Your Roadmap to Success; Using the Internet to Research Your Business Plan; Financing a New Venture; Networking for Results; Entrepreneurship Training Lab: Personal Empowerment and Leadership for Emerging Entrepreneurs**