

Theresa Rutledge

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RELEVANT PROFESSIONAL EXPERIENCE

August 2019 to present: Left the workforce to pursue additional education for a career in web development.

October 2018 to August 2019 Everlaw – Oakland, CA

Account Executive

- Worked with prospective clients to analyse their business and facilitate mutually beneficial outcomes
- Managed the full sales cycle, including contract negotiation and coordination of deliverables upon closing
- Built relationships with clients to understand their processes and needs as well as set foundation for recurring business
- Collaborated with other departments to ensure successful client implementation

CLIENT BASE: Medium to large law firms, west coast

ACHIEVEMENTS: Tripled prospective client database

January 2017 to September 2018 Relx- Remote Position

Business Development Manager

- Drove expansion of US presence for European retail software provider
- Managed all steps in the sales cycle from prospect to close
- Worked with prospective clients to analyze existing processes and make recommendations resulting in positive ROI
- Identified project requirements and deadlines; effectively communicated back to implementation teams
- Collaborated with marketing team to plan and execute events to drive brand awareness and new opportunities

CLIENT BASE: Retail and Manufacturing organizations > \$1B in annual revenue

ACHIEVEMENTS: Grew prospective client base by over 20%

February 2015 to December 2016 Mobitor – Walnut Creek, CA

Account Executive

- Managed the creation of new client opportunities for SaaS application
- Created client proposals, scope of work agreements, and service agreements
- Negotiated pricing and contract terms
- Coordinated RFP participation and responses

CLIENT BASE: Retailers, Retail 3rd party service providers, and Medical Device Manufacturers,

ACHIEVEMENTS: Increased close rate by 50%, Top Performer 3 quarters in a row

June 2012 to February 2015 Safeway – Pleasanton, CA

Jul '14 to Feb '15 **Category Analyst II**

- Negotiated mutually beneficial relationships with suppliers
- Developed product line marketing strategies
- Identified product demand and market trends based on historical and forecasted data
- Made purchasing decisions aligned with category strategies and analytics
- Managed vendor RFPs
- Performed Category Analyst I responsibilities shown below

ACHIEVEMENTS: Exceeded annual sales and profit goals in 2014

Created an innovative promotional campaign for the DVD category including new banner tag design. Resulting in YOY growth.

April '13 to Jul '14 **Category Analyst I**

- Evaluated category performance for successes and opportunities
- Worked with advertising team on digital and print media
- Forecasted sales and profit on a weekly basis
- Created company wide communications to over 1500 locations
- Performed SKU rationalizations to improve overall category performance

ACHIEVEMENT: 10% YOY category improvement through product optimization

June '12 to April '13 **Promotion Specialist**

SOFTWARE SKILLS & EXPERIENCE

Microsoft Office Suite | Salesforce | Hubspot | Zoom | WebEx | GoToMeeting

EDUCATION

Current **U.C. Berkeley Extension**, Remote
Full Stack Web Development Certification

May, 2012 **BS, Business Administration, Sonoma State University**, Rohnert Park, CA
Double concentration in Marketing and Wine Business Strategies