

Professional Summary

Results-driven Sales Leader with 12+ years of experience in driving business growth, developing innovative marketing strategies, and leading high-performing teams in cross-cultural and multinational environments. Proven track record of success in market research, business strategy, and new business development.

Professional Experience

Senior Sales Director (SA09)

Inazuma.co | January 2020 - Present

Sales Manager (SA07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased sales revenue by 35% within 12 months through targeted marketing campaigns and strategic partnerships.
- Developed and implemented a sales training program, resulting in a 25% improvement in team performance.

Responsibilities:

- Managed a team of 5 sales representatives, providing coaching and guidance to meet sales targets.
- Conducted market research to identify new business opportunities and stay ahead of industry trends.

Senior Marketing Specialist

Pinnacle Marketing Agency | March 2015 - May 2018

Key Achievements:

- Created and executed a social media campaign that increased brand engagement by 500% within 6 months.
- Collaborated with the sales team to develop targeted marketing materials, resulting in a 20% increase in lead generation.

Responsibilities:

- Developed and implemented comprehensive marketing strategies across multiple channels.
- Analyzed market trends and competitor activity to inform marketing decisions.

Sales Representative

Apex Sales Corporation | January 2012 - February 2015

Key Achievements:

- Consistently met or exceeded monthly sales targets, earning recognition as a top performer.
- Built strong relationships with clients, resulting in a 90% client retention rate.

Responsibilities:

- Generated new business leads through cold calling, networking, and referrals.
- Presented product demonstrations and negotiated sales agreements with clients.

Education

Master of Business Administration (MBA)

Harvard University

Relevant Coursework:

- Marketing Management
- Strategic Business Planning
- Global Business Environment

Technical Skills

Marketing & Sales:

- Market Research
- Business Strategy
- New Business Development
- Sales Forecasting
- CRM Software

Data Analysis:

- Data Visualization
- Statistical Analysis
- Market Trend Analysis

Software Proficiency:

- Microsoft Office Suite
- Google Analytics
- Salesforce.com