1. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
2. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
3. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
4. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
5. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
6. Scheduled promotional activities in accordance with available inventory and staff resources.
7. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
8. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
9. Devised effective marketing, sales and other promotional initiatives.
10. Established relationships with key decision-makers within customer's organization to promote growth and retention.
11. Developed and promoted successful company sales and account management personnel into leadership positions to drive company growth.
12. Collaborated with sales and marketing departments to support business objectives and client acquisition.
13. Strategized and implemented successful approaches to revitalize underperforming product lines and create profit-generating enterprises.
14. Consistently exceeded quotas through penetration of new accounts.
15. Developed new business by networking with prospects and valuable customers at [Type] and [Type] events.
16. Identified distributor challenges related to corporate service offerings in order to formulate potential solutions.
17. Applied strategic negotiation and sales closing skills to bring in [Number] new accounts over [Timeframe].
18. Accomplished industry-leading successes for [Type] customers through [Action].
19. Forged and cultivated profitable relationships with $[Number] promotional products distributors.
20. Generated new business with marketing initiatives and strategic plans.