1. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
2. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
3. Established relationships with key decision-makers within customer's organization to promote growth and retention.
4. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
5. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
6. Collected data and performed customer needs analysis.
7. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
8. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
9. Scheduled promotional activities in accordance with available inventory and staff resources.
10. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
11. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
12. Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.
13. Strategized and implemented successful approaches to revitalize underperforming product lines and create profit-generating enterprises.
14. Applied strategic negotiation and sales closing skills to bring in [Number] new accounts over [Timeframe].
15. Negotiated, prepared and signed contracts with clients.
16. Reduced digital marketing costs per visit by [Number]% through improved strategies.
17. Worked with marketing teams to create, deploy and optimize effective campaigns for [Industry] clients.
18. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
19. Forged and cultivated profitable relationships with $[Number] promotional products distributors.
20. Helped incorporate product changes to drive customer engagement and firm profits.