1. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
2. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
3. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
4. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
5. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
6. Gathered customer needs and worked with product development teams to implement changes based on feedback.
7. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
8. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
9. Built customer acquisition strategy, generating monthly growth of [Number]%.
10. Established relationships with key decision-makers within customer's organization to promote growth and retention.
11. Elicited stakeholder feedback and input through interviews and surveys.
12. Provided sales support for new and inactive customers, increasing sales volume [Number]%.
13. Prepared, reviewed, discussed, negotiated and finalized contracts with over [Number] clients, bringing in $[Amount] in revenue per [Timeframe].
14. Analyzed monthly sales to identify product lines needing additional promotion, maximizing profits [Number]%.
15. Monitored competitive activity and market conditions to provide feedback to management.
16. Forged and cultivated profitable relationships with $[Number] promotional products distributors.
17. Developed CRM database of qualified leads through referrals, cold calling, direct mail, email campaigns and networking.
18. Collaborated with marketing team to develop successful marketing strategies.
19. Developed new business by networking with prospects and valuable customers at [Type] and [Type] events.
20. Developed and implemented business plan and marketing strategy for [Type] market.