

CLIENT NAME

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1234 USA Avenue· City, USA 00000

Solution Selling - #1 in the Region- Revenue Generation

Customer Relationship Building

National Sales – Marketing

EXECUTIVE SALES PROFILE

High-Impact Sales Leader and People-Centric Manager with top-notch sales and marketing experience. Innovative trainer of high-caliber national sales teams. Strategic sales advisor recognized for simplifying complex sales systems, gaining customer loyalty, and improving team efficiency. Establish trust with clients as the subject-matter expert.

Areas of Expertise

**National Account Management – Advertising – Multi-Media Solutions – Customer Loyalty – New Business Development
Sales Leadership – Competitive Product Placement – Brand Development – Strategic Sales Operations**

CLIENT COMPANY, USA

2015 - PRESENT

Out-of-Home Media Industry Market leader. Marketing and advertising services attracting the customer on the go.

REGIONAL VICE-PRESIDENT *Headhunted by the CRO to map out and build the sales territory structure for the Western region – Oregon, Washington, California, Nevada, Arizona, Hawaii, and Alaska. Leveraged previous entertainment sales experience to create the company's first Entertainment Industry book of sales business.*

- Created and implemented a localized national account management sales process. Increased face-to-face client engagement in sales zones. Maximized regional sales pipelines and grew sales from zero to 45%.
- Identified, hired, and trained 7 Sr. Account Executives. Pioneered Salesforce training to optimize sales effectiveness.
- **National Account Management:** Paramount Studios, Sony Pictures, and Disney Entertainment maximized ROI by 47%.
- Developed advertising plans to increase market share. Designed marketing collateral and product displays.

CLIENT COMPANY, USA

Media and Technology Company recognized as a media solutions leader in the media and digital platform space.

NATIONAL SALES MANAGER/SALES TRAINING EXPERT

2006 – 2015

Recruited by the CEO to turn around declining sales. Manage a new sales team. Formulate solution-selling strategies.

- Achieved 30% year-over-year sales increase in top-tier markets. Aligned sales team by territory account expertise.
- **National Account Management:** Cold called and landed accounts with Avon Products, Apple, F&M Bank, McDonald's and Disney Entertainment. Generated annual sales revenue of \$2M - \$4M.
- Hired and trained 10 Account Executives. Sales team exceeded quotas and reversed declining sales year-over-year.
- *Sales Recruitment Strategy:* Designed blue-chip recruiting process to identify "top-performers" in the industry.

SR. ACCOUNT EXECUTIVE *Ranked #1 Sales Executive out of 200 Sales Executives nationwide.*

2005 - 2006

- Company's first Sr. Account Executive to earn Sales Person of the Year in 2005. Achieved \$2M in sales profit.

CLIENT COMPANY, USA *Third largest provider of media products and solutions.*

SR. ACCOUNT EXECUTIVE, Los Angeles, CA

1999 – 2005

- Generated new sales leads, revitalized accounts, pipelined prospects, cold-called, and converted leads year-over-year.

National Account Management Highlights: First Sr. Account Executive to build a relationship with CBS Radio.

- Grew sales to \$3M across multiple accounts, Univision, Harrah's Casino, and the Spanish Broadcasting System.
- Managed \$1M-\$2M marketing budgets. Improved multi-cultural marketing programs. Delivered 30% sales growth.
- Raised brand exposure and awareness for clients. Previously designed marketing collateral still used by clients in 2016.

ACCOUNT EXECUTIVE *Promoted from Intern to Account Executive within 6 months.*

1994 – 1999

- Won Rookie of the Year Runner Up. Delivered \$750k+ sales revenue. Owned 20 – 30 key accounts in California.
- Ranked #1 Account Executive out of 50 Sales Representatives. Inducted in \$1 Million Dollar Club in 1997.
- Initiated and closed a \$1.8M deal with Harrah's Casino in Southern California. Led to repeat business and profit.
- Built profitable sales markets and managed sales operational strategies. Gained leading CA market share in 1 year.

EDUCATION USA UNIVERSITY, Los Angeles, CA

Bachelor of Science in Business Administration