



AVA DAVIS

Channel Manager

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PROFESSIONAL SUMMARY

Strategic Channel Manager with a decade of experience in enhancing B2B partnerships and driving revenue through innovative channel strategies. Expert in market analysis and competitive positioning, fostering strong relationships with distributors and partners. Proven track record in achieving sales targets while optimizing channel performance and customer satisfaction.

WORK EXPERIENCE

Jr. Channel Manager

📅 Jan / 2018-Ongoing

Pineapple Enterprises

📍 Santa Monica, CA

1. Identified and pursued new customer segments while leveraging competitor weaknesses.
2. Conducted pricing analysis to assist partners in developing competitive strategies and resolving pricing challenges.
3. Managed multiple sales teams, organizing events to promote new fiber optic services and ensure optimal customer support.
4. Developed training programs to enhance sales techniques and product knowledge among channel partners.
5. Facilitated regular feedback sessions with partners to align goals and improve sales tactics.
6. Analyzed market trends to adjust strategies and maximize revenue opportunities.
7. Collaborated with marketing teams to create promotional materials that effectively communicate product value propositions.

Channel Manager

📅 Jan / 2015-Jan / 2018

Crescent Moon Design

📍 Portland, OR

1. Oversaw a large portfolio of healthcare clients, driving significant growth in channel sales.
2. Established and expanded channel operations on the West Coast, enhancing regional market presence.
3. Trained dealership owners on product offerings and supported them in achieving sales targets.
4. Led product management initiatives for commercial hardware, ensuring alignment with market needs.
5. Coordinated promotional campaigns that increased brand awareness and dealer engagement.
6. Achieved revenue targets of \$50-120M annually with a dedicated sales team in the Bay Area.

EDUCATION

Bachelor of Business Administration

📅 Jan / 2012 - Jan / 2015

University of California

📍 Denver, CO

Focused on Marketing and Channel Management.

SKILLS

Advanced Microsoft Office Suite

9

Channel Product Management

7

Strategic Account Management

8

Team Leadership

9

Cross-functional Collaboration

10

INTERESTS

🎮 Gaming

👜 Fashion

🎬 Film

💻 Technology

STRENGTHS

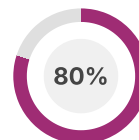
⚖️ Fairness

↔️ Flexibility

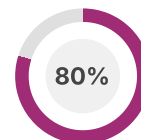
➔ Forward-thinking

❤️ Gratitude

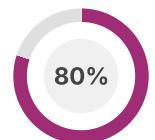
LANGUAGES



English



Spanish



Swahili

ACHIEVEMENTS

- 🌟 Increased channel sales by 30% within one year through targeted partner training and support.
- 🌟 Developed and executed a comprehensive channel marketing strategy that improved partner engagement by 25%.
- 🌟 Successfully onboarded 15 new channel partners, expanding market reach and enhancing product distribution.