

Robert Smith

Commercial Account Executive (Technology)

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Creative, dynamic, hard-working, self-starter with entrepreneurial mindset and a passion for innovation, and improving lives through technology. Consistently delivering exceptional value for employers, partners, clients, end users and investors. Broad-based Sales & Marketing professional with 4+ years experience, offering proficiency and effective execution at every point in the sales funnel. Strong aptitude for consultative sales approach and solution-based selling.

WORK EXPERIENCE

Commercial Account Executive (Technology)

Wiline Networks - September 2015 - February 2017

Responsibilities:

- As a senior account executive played a key role in developing New Wiline San Diego market while substantially growing customer base and revenues.
- Effectively implemented a variety of business development methods such as cold calling, telemarketing, email outreach, vertical market development, referral partner recruitment and networking to win new accounts in highly competitive space.
- Assisted the Manager in creating upbeat, collaborative, team-oriented office atmosphere.
- Led the San Diego office in establishing new accounts and was instrumental in growing installed customer base by roughly 500%, from 15 on-net buildings in the market in September 2015 to 75 in October 2016.
- Consistently ranked at or near the top of all account executives (AES) in Southern California region and among top 20% of all AES nationwide in terms of a number of new accounts added and new monthly recurring revenue.
- Performed extensive territory cultivation and identification of new geographic and vertical market opportunities.
- Created and developed new, effective market-specific sales collateral to supplement corporate-provided materials.

Vice President Of Marketing

Itm Solutions - 2013 - 2015

Responsibilities:

- Co-founder (one of 3 founders) and VP of marketing of San Diego-based ITM solutions, a provider point-of-sales (pos) systems to independent retailers and digital advertising to local and national advertisers.
- Fulfilled a wide variety of roles on a small start-up team, developed or co-developed all systems and programs necessary to launch unique retail POS offering with digital advertising, prepaid digital products, and aggregated data solutions.
- Created and developed a marketing strategy, and delivered detailed quarterly, annual, and project-driven budgets.

SKILLS

Consultative Sales, Lead Generation, Project Coordinator, Prospecting, Long Sales Cycle, Presentation, Closing, Negotiation, Customer Service , Outside Sales, Account Management, Online Search Tools

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

- Created and/or managed the development of all ITM marketing materials, including websites, promotional videos, sales.
- Initiated and developed sales automation and online customer sign-up platform and trained all sales reps on sales.
- Performed onboarding, sales training, sales management, and sales support for field reps and distributors.
- Worked with the technology partner to create the digital advertising program for ITM digital media, and developed go- to-market strategy, branding, market positioning and messaging for unique.

Education

B.S. in Business Administration / Marketing - (University Of Kansas - Lawrence, KS)