

ROBERT SMITH

District Account Manager

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SUMMARY

Marketing & sales professional with 20 years of experience. Extensive experience managing marketing, sales & customer service programs and building close relationships both at the corporate and regional level.

SKILLS

Management, Sales Management, Customer Service, Sales, Training, Inventory Management.

WORK EXPERIENCE

District Account Manager

ABC Corporation - 2008 – 2010

- Responsible to Director of Dealer Sales for managing 200 dealer accounts and \$48 million.
- Utilized boat company representatives and Mercury Technical Account Managers to contract new dealer prospects.
- Opened 7 new accounts in 10 months achieving over in sales.
- Conducted all-day PowerPoint product knowledge seminars at hotels for customers.
- Achieved combined 95.3 instructor rating and 95.6 class rating out of 100 possible points in post-seminar surveys.
- Conducted in-depth market analysis on marine trade area for presentation to senior management.
- Discovered and contracted 2 prospects.

District Account Manager

Delta Corporation - 2008 – 2010

- Accountable for a sales quota.
- Individual Contributor role.
- Responsible for driving direct marketing actions to increase customers depth and breadth.
- Partnered with Credit & Collections to bring territories A/R current after 6 months with no sales rep.
- Inbound / Outbound callings, Data Entry, Collections, Daily Reports for Market, Running/Working AR reports, Spreadsheets for outside agency, Credit .
- Scheduling and selling treatment plans while promoting new company services.
- Maintained and established new client relationships for those in need of industrial portable power generators and air .

SCHOLASTICS

- Bachelor of Arts in Liberal Arts & Sciences - (University of Illinois - Urbana-Champaign, IL)