

Robert Smith

District Account Manager

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SUMMARY

Results-driven executive with over 20 years of experience leading marketing and operations organizations in Fortune 500 companies. Broad management expertise across multiple industries including Information Technology, Financial Services, Oil & Gas, and Nutrition. Proven track record of exceeding business goals while improving customer and employee satisfaction.

SKILLS

Microsoft Office, & Project Management.

WORK EXPERIENCE

District Account Manager

ABC Corporation - March 1990 - June 1998

- Managed the sale of semiconductors to Original Equipment Manufacturers.
- Developed joint marketing strategies and tactical plans with third parties to pursue key business opportunities.
- Developed and delivered Sales Training and Technical Training programs for channel partners and customers.
- Increased market share (0.5%) and sales (15%/year) while growing the customer base (10%/year).
- Identified and serviced government agencies, major accounts, and emerging companies for direct and distributor sales.
- Led team of 21 merchandisers to drive sales to major retail chains for cosmetics, and health-related products.
- Cultivated a team approach in conjunction with the specification department for commercial hardware.

District Account Manager

Delta Corporation - 1986 - 1990

- Responsible for major market regions representing Carter Lumber Custom Millwork and selling custom millwork and interior trim packages to the .
- Developed business partnerships with the yard sales representatives and management teams to increase sales and targeting builder business, both .
- Increased sales in regional territory by coordinating a hardware program that has yielded []
- Developed marketing plan to target major projects such .
- Cultivated a team approach in conjunction with the specification department for commercial hardware, which added incremental revenue totaling over [].
- Conducted business-to-business sales for key customers in district utilizing national programs, trade spending, and category management tools
- Developed new accounts targeting retail stores selling gift, lighting, garden, and home decor products.
- Introduced new product lines and took sales orders at trade shows.

EDUCATION

BS in Chemical Engineering - (University of Cincinnati - Cincinnati, OH)