

# ROBERT SMITH

## Enterprise Sales Executive

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### SUMMARY

A solution sales executive with over 10 years of experience from small to large organizations. Excel in complex sales solutions with a pure hunter sales mentality.

### SKILLS

Salesforce.Com, SAAS, Consulting, Sales, Channel Marketing, Account Management, Integration, Marketing, Strategy, Program Management, Business Development.

### WORK EXPERIENCE

#### Enterprise Sales Executive

ABC Corporation - May 2015 – March 2020

- Provided a SaaS platform to deliver insights and analytics for restaurant and retail brands.
- Sold SMS, POS receipt software, and loyalty apps to major brands.
- Lead brands, sports, and entertainment verticals.
- Developed sales, marketing, and business strategies.
- Scheduled meetings with major brands.
- Prospected new businesses through cold calls, field visits, lead generating, chamber groups, mixers, and networking events.
- Generated new revenue and exceeding my quota month after month.

#### Enterprise Sales Executive

Delta Corporation - 2013 – 2015

- A data-driven, enterprise solution, engineered to deliver a real-time, 360-degree view of a consumer.
- The Platform unites detailed databases and sources of consumer data into a single, comprehensive record, linking campaigns, attributes, and behaviors to results.
- Ranked #1 WW and achieved 200% of quota in 2014.
- Sold marketing automation, geo-fencing, augmented reality, and text solutions to broadcasters, major brands, and advertising agencies.
- Developed sales, marketing, and business strategies.
- Targeted SVP of Marketing, Strategy Directors, Analytics Directors, CRM Directors.
- Sold a 360 degree cross platform approach solutions spanning from Television, Internet, Social, and Mobile marketing.

### SCHOLASTICS

- BA in Communications - September 1988(Southern Illinois University at Carbondale)