

# Regional Account Executive

## ROBERT SMITH

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### Objective

Over 12 years of measurable achievements. Proven qualifications include strategic management, sales, marketing, coaching and development. Consistently recognized for delivering exceptional leadership, improved productivity, and increased profitability, while providing a positive and motivational culture.

### Skills

Salesforce, Excel, Powerpoint.

### Work Experience

#### Regional Account Executive

**ABC Corporation** - October 2000 - June 2013

- Created and managed fully integrated client marketing strategies to drive results leveraging full-service capabilities of both the agency and affiliated network of marketing services.
- Directed over \$1.5 million in client marketing and advertising budgets annually.
- Developed and cultivated over 90 client relationships to identify and attain marketing and sales goals in a variety of industries.
- Lead internal creative teams from project inception to completion, all the while focused on the end result of meeting and exceeding client expectations.
- Consistently managed a pipeline of more than 100 projects.
- Facilitated internal employee communications by creating videos, newsletters and events for a Fortune 100 company for 12 years.
- Developed engaging presentations to highlight new products and features to create excitement in the clients dealer network.

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**ABC Corporation** - 1996 - 2000

- Made outbound cold calls to litigation firms to bring in new business.
- Handled inbound calls from current clients needing to schedule depositions and resolve issues.
- Exceeded daily calls and contacts goals consistently.
- Top inside sales representative for the months of September 2010, November 2010 and April 2011.
- Increased the revenue by 48 % in 2010.
- Increased the revenue by 23% in 2011.
- Represented the company and spoke at the 2011 NALS convention, in front of 200 legal professionals, to promote the company, which resulted in new business..

### Education

Bachelor of Arts in Marketing - (University of Northern Iowa)