

ROBERT SMITH

Sr. Regional Director Of Sales

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SUMMARY

Marketing and Sales Directors like me are a rare breed combining creativity, a ton of optimism, a love of analytics and numbers, and the desire to make people do things like buy, read, learn, search, post, discuss, attend, watch, educate which ultimately leads to new business development, growth, branding and success in the market.

CORE COMPETENCIES

Business Development, Sales Management, Advertising, Marketing Management, Team Leadership, Digital Media, Media, Direct Sales.

PROFESSIONAL EXPERIENCE

Sr. Regional Director Of Sales

ABC Corporation - October 2013 – October 2020

Key Deliverables:

- Responsible for a \$1M+ revenue potential markets revenue generation, market growth and expansion and team development within the seven-state, Southwest Division, consisting of 18 Account Executives, direct reports, focused on selling onscreen cinema digital advertising and branding products to local, regional and national accounts.
- Developed, implemented and managed targeted, revenue generating sales and marketing strategies, plans, initiatives and forecasts to achieve corporate revenue projections and sales quota expectations.
- Consistently exuded and maintained a motivating, creative, positive, goal oriented, selling atmosphere with a hands-on management style focused on training, development, mentoring and coaching.
- Recommended product positioning, packaging, and pricing strategy to produce the highest possible long-term market share and revenue growth.
- Established and maintained relationships with local, regional and national community and business influencers and key strategic decision makers to initiate new business development and obtain revenue projections.
- Responsible for successful creation, implementation and use of lead generation protocols, CRM and Sales Force directives and sales collateral tools.
- Cooperatively worked with Account Executives to negotiate and close large local, regional and national deals.

Regional Director Of Sales

Delta Corporation - 2008 – 2013

Key Deliverables:

- Work with 28 Account Executives to coach and develop them and in turn produce sales results Corporate Sales Trainer Work with 4 Executive Directors .
- Identified and opened new markets.

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- Developed and implemented customized business plans for each regional market.
- Tripled sales in every market including Atlanta and Florida.
- Responsible for all pricing, programming and incentives in nine markets.
- Managed accounts and territory of Texas and everything west of it for this golf resort with over 1600 rooms When position was cut due to Corporate .
- Responsibility for 9 sales people covering 8 states Developed and implemented strategic sales plans Directed sales forecasting activities and setting .

EDUCATION

- Bachelors in Marketing - (University of Maryland - Munchen)