Senior Account Director

ROBERT SMITH

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Objective

Account Director with 10 years' experience in full service account management and multi-discipline team collaboration. Strong ability to drive client satisfaction /customer success via overall growth.

Skills

Technical Skills, Management.

Work Experience

Senior Account Director

ABC Corporation - 2000 – 2004

- Direct response agency offering digital, direct marketing and alternative offline solutions to reach target markets.
- Supported direct mail marketing programs for consumer, retail and B2B clients.
- Conducted market research, trend analysis, and data recommendations.
- Manage client budget/circulation responsibilities, sales goals, client relationships, competitive analyses, pricing negotiations.
- Performed monthly/quarterly client presentations to new/existing clients.
- Prospected efforts to identify, research and secure new catalog business.
- Recognized as a key team member of the West Coast office.

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ABC Corporation - 1996 – 2000

- Regional headquarters Highland Ranch, CO [.
-] Developed and executed sales plan resulting in an increase in sales from $14,000,000 to $65,000,000 in 3.5 years [.
-] Secured $11,000,000 standing purchase order for new products and services from U S West (Century Link) [.
-] Improved supply chain delivery cycle from 8 weeks down to 2 weeks, positioning customer to deploy faster [.
-] Achieved Presidents Club recognition three years in a row.
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Education

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