



# ISABELLA CLARK

## Senior Sales Director

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📍 Los Angeles

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### PROFESSIONAL SUMMARY

Proven Senior Sales Director with over 10 years of experience in driving significant revenue growth and leading high-performing sales teams. Expert in crafting tailored sales strategies and strengthening client partnerships to maximize market share. Committed to delivering innovative solutions that align with business objectives and generate impactful results.

### WORK EXPERIENCE

#### Senior Sales Director

📅 May / 2019-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Advanced rapidly from Customer Service to National Sales Director, demonstrating exceptional leadership and adaptability.
2. Utilize CRM tools to track sales performance and customer interactions effectively.
3. Developed customized products to meet client-specific needs and enhance satisfaction.
4. Expanded corporate accounts from 2 to 57, significantly increasing market reach.
5. Boosted revenue from \$33,000 to \$969,000 in just 9 months through strategic initiatives.
6. Created pricing strategies to ensure quota attainment and achieve retailer margin goals.
7. Fostered long-term relationships with suppliers and decision-makers to penetrate existing accounts effectively.

#### Senior Sales Director

📅 May / 2015-May / 2019

Summit Peak Industries

📍 Denver, CO

1. Managed a team of 65, overseeing file approvals and conducting closing calls to ensure successful sales outcomes.
2. Acquired and nurtured executive-level client relationships, providing oversight for Colocation and Cloud services.
3. Increased monthly recurring revenue (MRR) by \$125,000 over ten months, with a total contract value exceeding \$6.9M.
4. Leveraged existing networks, including channel partners and agents, to secure new business opportunities.
5. Secured responsibility for key accounts, including Google and Capital One, driving significant revenue growth.
6. Conducted market research to identify trends and adjust strategies for competitive advantage.

### EDUCATION

#### Bachelor of Business Administration

📅 May / 2012-May / 2015

University of California

📍 Seattle, WA

Focused on marketing and sales management.

### SKILLS

#### Bilingual Communication

9

#### Multilingual Proficiency

7

#### Competitive Analysis

10

#### Sales Coaching

9

#### Talent Acquisition & Management

10

#### Crm Software Proficiency

8

### INTERESTS

🎧 Podcasts

🌐 Language Learning

🎵 Dancing

🚴 Cycling

### STRENGTHS

🔧 Intuition

👥 Leadership

🎧 Listening

👤 Mentorship

### LANGUAGES

80%

English

80%

Polish

80%

Swahili

### ACHIEVEMENTS

🌟 Achieved a 150% increase in annual sales through targeted market strategies.

🌟 Implemented a new client retention program that improved customer loyalty by 30%.