

TOM SMITH

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SALES AND BUSINESS DEVELOPMENT LEADER

KEY ACCOUNT MANAGEMENT | OPERATIONAL EXCELLENCE | ENTREPRENEURIAL SKILLSET

Forward-focused executive with expertise in client retention and revenue growth.

Strategic Account Manager with 5+ years of experience and a background in driving operational initiatives & revenue growth within a variety of environments. Knowledgeable in the areas of key client account management, retention strategies, client discovery, and solution-selling strategies. Excel in leading large-scale sales initiatives while maintaining high levels of quality/efficiency. Demonstrated success in improving client engagement and retention, mentoring new team members, and identifying potential areas of improvement within the organization.

Areas of Excellence

Enterprise Business Account Development • Contract Management • Strategic Planning & Execution • Client Discovery
Consultative Selling & Prospecting • Change Management • Overcoming Objections • Operational Cost Reduction
Social Media Management • Sales Program Management • Operational Process Improvement • Digital Content Development

PROFESSIONAL EXPERIENCE

ABC SPORTS COMPANY

2016-2017

Digital Product Producer/Manager/Lead Producer/Director of Sports

Strategic Leader within a fast-paced environment tasked with leading the production and strategic direction for Men's and Women's basketball teams along with 28 additional sports at ABC. Developed innovative content used across a variety of distribution platforms consisting of broadcast television, web, and live events. Maintained oversight of project management functions such as budget development, timeline management, balance sheet development, and P&L analysis.

- Recognized as the Producer/Director on a team that developed over \$70MM in content on behalf of Penn State's football program, resulting in being awarded two Emmy awards
- Consistently created viral content across several social media platforms in addition to playing a lead role within a team tasked with developing a \$5MM financial presentation/analysis
- Reviewed existing CRM tools and implemented updated tools, led the transition of the women's basketball team from linear programming to digital, and oversaw contractual agreements with third-parties
- Increased women's basketball viewership by 800% throughout the 2016-2017 season by creating unique content aimed at target groups
- Spearheaded the organization's flagship commercial original music project which included gathering over 20 musical artists and obtaining content used for March Madness and Nike campaigns

ABC SOLUTIONS

2015-2016

Sales/Business Development Manager

Hired into a leadership role within a successful organization and tasked with marketing Microsoft Dynamics ERP & CRM solutions for clients across the banking/finance, media & entertainment, public sector, and life sciences industries. Utilized superior communication abilities to foster relationships with key clients such as Walt Disney and Forbes. Gained significant experience in the areas of business development, consultative sales strategies, and relationship management.

- Developed comprehensive training materials, identified potential leads throughout target markets, and consistently increased client retention and satisfaction
- Recognized for consistently exceeding individual quotas by overcoming client objections, making appropriate product recommendations, and diffusing escalated client issues
- Performed industry-specific research, became a subject matter expert on ERP & CRM products, and assisted in training new sales team members