

JOHN DOE

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ACCOUNT EXECUTIVE

SUMMARY

Accomplished professional with strong leadership skills and over 14 years of hands-on experience in managing the end-to-end client development process, handling the entire operations lifecycle from securing initial engagements with new clients, to successfully growing long-term strategic accounts. Proven track record of success in managing and closing complex sales cycles, actively managing pipelines, acquiring new clients, and expanding within existing accounts. Demonstrates a history of quota over-achievement and dedication to forming deep customer relationships in collaboration with C-level executives. Showcases superior communication, presentation, and negotiation skills combined with the capability of developing positive working relationships with customers through a solution-oriented approach. Displays an ability to leverage thoughtful leadership in assessing problems as well as opportunities and recommending an approach to solving complex problems and pursuing new opportunities. Eager to master new challenges and contribute to the overall success and growth of the company in the SAS industry.

SKILLS

- Leadership skills
- Marketing
- Innovation
- Creative thinking
- Product management
- Retouching skills
- Problem-solving
- Graphic design
- Time management
- Negotiation skills
- Technical skills
- Commercial awareness
- Research and strategy
- Communication skills
- Analytical thinking

EXPERIENCE

Strategic Account Executive

01/17 - Present

Company, City, ST

High-performing sales professional with a proven track record in achieving sales quota and strategic account objectives across Adobe's Customer Journey Management suite. Focuses on the strategic financial services accounts driving the entire sales cycle, concurrently engaging in identifying, qualifying, and nurturing a pipeline of leads, providing valuable data-led insights, negotiations, and account management to attract new customers and close complex transactions. Works closely with customers and internal resources to understand their business objectives, deliver value and become their trusted advisor and partner.

- Meets and exceeds assigned quota for profitable sales volume and KBO across strategic accounts.
- Individual Contributor achieving over 130% quota in 2019
- Builds strong and lasting relationships with decision-makers at different levels through a consultative understanding of their needs and business objectives.
- Key sales driver of the largest 2020 FSI deal in Adobe DX history to-date
- Established efficient communication channels between key clients and internal departments to support customer success
- Continually monitors revenue performance and prepares weekly, monthly, quarterly, and annual forecasting

Strategic Account Executive
Company, City, ST

09/14 – 01/17

Result-driven strategic account executive adept at growing and managing a client book and proactively conducting outreach to ensure client satisfaction and enhance retention. Successfully helped financial services companies in developing better customer experiences through marketing automation and utilization of Marketo Engage. Played a critical role in building relationships with significant clients, ensuring the delivery of high-quality results and identification of new opportunities.

- Maintained an active pipeline of forecasted sales to meet monthly, quarterly, and annual quota objectives
- Demonstrated an ability to understand the needs and goals of potential clients, and use acquired knowledge to introduce the company's products and services
- Efficiently built pipeline by email, phone, field marketing, and direct mail campaigns
- Supported the company's growth by nourishing, building, and growing existing relationships with the top clients
- Assessed, clarified, and validated customer requirements, needs, and goals consistently

Sales Director
Company, City, ST

05/07 – 09/14

Goal-oriented professional accountable for developing and implementing advertising strategies to increase revenues for the company's digital media properties across enterprise-level accounts in tech, business, and finance industries. Proven ability to negotiate large partnerships with existing clients, simultaneously finding, and developing new partnership opportunities. Displayed advanced understanding of the company's growing range of client verticals, including finance, technology, travel, small business, lifestyle, autos, beauty, and retail.

- Efficiently grew territory revenue 35% YOY while helping in expanding the business as well as the client base
- Maximized sales and profitability through effective territory forecasting, strategic account planning, and developing client relationships
- Cultivated lasting relationships with customers to grow customer loyalty and increase overall satisfaction

Account Director
Company, City, ST

05/02 – 09/07

Versatile account director responsible for managing a digital sales territory of key Group XYZ agencies across XYZ consumer site portfolio, including website.com, website.com, and website.com. Combined expert-level digital media knowledge with best practices to implement value-added and cost-effective campaigns for assigned clients. Proactively provided clients with strategic solutions based on a deep understanding of the industry, trends, products, audiences, and competitors.

- Managed all aspects of the client business while providing superior customer service and maximizing new business opportunities
- Led all strategic channel planning activities associated with assigned accounts
- Established and grew a strong relationship with multiple senior client stakeholders through a demonstration of industry knowledge and resolution of business challenges

EDUCATION

Bachelor of Science in Business Administration and Management
University, City, ST

2001