

MARKETING MARK

[linkedin](#)

Phone
Email
location

ACCOUNT EXECUTIVE | SALES & BUSINESS DEVELOPMENT MANAGER

Driving Revenue Growth through Staff Development and Customer Care

- High achieving natural leader with a proven track record of realizing exceptional sales growth and market penetration of business and consumer products and services.
- Affable and savvy, instantly connecting with diverse clients and colleagues.
- Documented ability to quickly develop and build loyal relationships by identifying, assessing, and exceeding client needs.
- Uses analytics, product knowledge, and persistence to excel in new business development while being recognized for personal follow-through and delivering stellar customer service to clients.
- Develops and coaches award-winning team members on bottom-line increasing strategies, from relationship building to negotiating and closing the sale.

KEY STRENGTHS

- | | | |
|------------------------------|-------------------------------|--------------------------------------|
| ✓ Business Development | ✓ Communication | ✓ Customer Retention Strategies |
| ✓ Key Account Management | ✓ Strategic Thinking | ✓ Presentation & Negotiations |
| ✓ Relationship Management | ✓ Solutions Management | ✓ Building & Strengthening Relations |
| ✓ Sales & Product Management | ✓ Team Development/Leadership | ✓ Exceeds Sales Goals |

PROFESSIONAL EXPERIENCE

QXXXX PAYROLL REMEDIES—CITY, ST

Year—Present

Account Executive

One of 10 Account Executives for a start-up business. Sell and provide post-sale servicing of payroll processing and tax filing/payment services. Successfully address client questions and resolve issues.

Key Contribution:

- Consistently ranked first in sales out of 10 Account Executives.

“Mark’s strong customer service relationships have been instrumental in exceeding client satisfaction through difficult operational changes. He is extremely focused and always in our clients’ operating reality.” Executive Vice President of Qxxxx Payroll Remedies.

Sxxx Lxxx— City, ST

Year – Year

Retail Planning Manager, Hxxxxxx Division (Month Year – Month Year)

Managed retail planning process and inventory flow for multi- $\$$ M knit products business. Supervised timely inventory flow and fill rates. Developed highly collaborative relationship with team member which resulted in more accurate forecasting and rigorous automated documentation, including: quarterly bridges, plan explanations, and weekly and monthly reports.

Key Contribution:

- Partnered with Forecasting, Customer Operations, and Marketing in developing and implementing elaborate documentation systems which improved forecasting and planning based on strategies, risks, and action plans.

“This division accounted for 30% of SLU increase over last year, and Mark was an important contributor to that accomplishment.” President of Sales, Sxxx Lxxx Branded Apparel.

Sxxx Lxxx–City, ST, continued

Sales Service Manager, Pxxx Division (Month Year – Month Year)

Managed, trained, and developed Sales Representatives and Analysts. Handled customer service issues and delegated workload and account assignment. Visited key accounts and assisted in determining the next season’s buy by analyzing previous shipments to operating plans and monitoring bookings versus forecasts. Maintained close customer ties to ensure satisfaction with representatives’ service levels. Supported representatives with account-specific information. Automated and streamlined reporting resulting in a significant workload reduction for the Administrative Department. Changed positions when business split off into Hxxxxxx Division.

Key Contributions:

- Led team in exceeding goals by placing new product in 83% of key accounts and increasing penetration of existing product by almost 45% (from 6.9% to 10%).
- Sold \$7.1 M on new xxxxx brand launch (against \$6.8 M plan).
- Implemented new defective allowance policy resulting in \$500 K annual savings.

“Mark exceeds the expectations of this position. By persistently pursuing the root cause of issues, challenging current practices and identifying and implementing changes, he has been able to avoid \$1.5MM in customer deduction.” Logistics Manager, Pxxx

Customer Compliance Manager (Month Year – Month Year)

Managed top customer account specifications by complying with routing and vendor guidelines while also communicating across departments concerning compliance issues. Focused on zero chargebacks and fines. Promoted to Sales Service Manager for Pxxx.

Key Contribution:

- Developed cost –saving solutions and successfully negotiated deductions to exceed goals by achieving \$1.6 M in claim reversals in first fiscal year.

RPQ STAFFING AGENCY– City, ST

Year – Year

Business Development Manager

Developed new and implemented existing successful business development strategies, including cold calls, lead generation, and in-person meetings. Developed and delivered polished sales presentations.

Key Contribution:

- Exceeded sales goals by consistently landing more than two new accounts weekly.

EDUCATION & PROFESSIONAL DEVELOPMENT

WAKE FOREST UNIVERSITY–Winston-Salem, NC

Bachelor of Science in Business Administration, Marketing concentration

Employers’ Workshops and Seminars:

- ✓ Outstanding Customer Service Skills
- ✓ Management / Supervisory Training
- ✓ Ethics of Selling
- ✓ Industry-Specific Services and Products

PROFESSIONAL & COMMUNITY INVOLVEMENT

- ✓ Samaritan Soup Kitchen and City Chamber of Commerce, Volunteer
- ✓ Sales Leaders in State, former President and current Active Participant