

Social Media Specialist

March 2003

*to:*

November 2005

Account Manager

Imagesoft Corporation, Santa Clara, CA

Directed product and regional/international marketing operations for $13 million keyboard and

peripheral manufacturer.

Participated in development of new keyboard technology. Recruited, trained, mentored, and developed new management team. Negotiated major OEM contracts.

 ***Selected Achievements:***

*- Established company’s first-ever Northwest channel sales organization.*

*- Increased territory sales by 127% or more annually.*

January 2006

*to:*

May 2008

Senior Sales Account Manager

BizCorp, San Francisco, CA

Managed region comprised of 48 franchisees and independent resellers, with combined total annual sales exceeding $32 million. Developed and implemented strategic plans to market franchises and persuade resellers/VARs to purchase products from company’s distribution centers. Accountable for channel and end-user sales development, new market identification and penetration, and large-scale contract negotiations. Monitored operational performance of franchisees to ensure alignment with corporate goals.

 ***Selected Achievements:***

*- Team consistently ranked #1 in company sales for five consecutive years.*

*- Designed and led training and team-building seminars later adopted as company-wide “best practice” standard for franchisees.*

June 2008

*to:*

present

Sales Director, Software Division

Softtel Inc., San Francisco, CA

Oversee corporate sales division with eight district offices for leading innovator in data storage and automation with 1500 employees and annual revenues exceeding $100 million.

Direct sales and business development functions, including new product rollouts, key account management, customer relationship development, contract negotiations, and order fulfillment. Manage P&L and budget responsibilities. Conduct cross-functional team training, coaching, and mentoring.

***Selected Achievements:***

*- Instrumental in complete turnaround of under-performing sales team; set higher expectations and instituted individual accountability resulting in 450% revenue increase over three years.*

*- Met or exceeded all quotas throughout tenure; averaged more than $57 million in annual sales in South America and earned multiple company awards in recognition of performance.*

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BanGongZiYuan

AREAS OF EXPERTISE

Key Account Management, Strategic Marketing Positioning, Needs Assessment and Product Education, Territory Growth Management, Budget Administration, Team Leadership, Coaching and Mentoring.

EDUCATION

**July 2007, Boston University, Boston, MA**
Master of Business Administration (MBA)

**June 2000, New York University, New York, NY**Bachelor Of Science Electrical Engineering (BAEE)

COMPUTER LITERACY

Microsoft Word
90%

Microsoft PowerPoint
50%

Photoshop
99%

CAREER PROFILE

A driven, open minded, creative and successful senior account handler with a strong sense of dedication and commitment, and over 14 years of progressive experience in account and sales management. Tenacious in building new business, securing customer loyalty and forging strong relationships with business partners.