

SHELLY SELLER

101 Main Street
 City, State USA XXXXX
 XXX-XXX-XXXX
Shelly_seller@fakemail.com

SUMMARY:

A results driven sales professional with experience developing sales strategies and marketing policy at a variety of fast-paced sales setting seeking a position at a major company as a sales executive.

EDUCATION:**Master of Business Administration, GPA: 3.8**

09/1999-2000
 State University School of Business
 City, State XXXXX

B.S. in Marketing, GPA: 3.8

09/1986-06/1990
 State University School of Business
 City, State XXXXX

AFFILIATIONS:

American Sales Professionals | State Business Association | Toastmaster's International |
 Local Non-Profit Organization | Charity Organization | Recreational Soccer League |

PROFESSIONAL EXPERIENCE:**Executive Director, Sales & Operations****XYZ Corporation**

01/2006 – Present

Manage sales team and operational staff. Develop policies and procedures designed to maximize operational efficiencies. Shape business needs for information management, e-commerce, business continuity, compliance and risk mitigation. Calculate and set sales goals and expectations designed to enhance team and individual performance.

Selected accomplishments:

- Key architect in sales strategy that led to 200% increase in sales
- Pursue and produce sales relationships with various international distributors, government affiliates, and local clients leading to sales increase of 40%
- Consolidated and reorganized sales force by function and established support teams that increased client retention and satisfaction
- Successfully developed sales with several high-profile companies, including ... (list companies)
- Built internal customer support center: Increased customer service call communication efficiencies, reduced order fulfillment errors. Increased customer satisfaction by 25%

Regional Sales Manager**Entrepreneurial Corporation, Inc.**

03/2000 – 12/2005

Managed regional sales team as well as staff training, industry alliances and partnerships. Management of team selling hot new product for Entrepreneurial Corporation, led sales team to dominate the market within one year using innovative sales and marketing strategies.

Selected accomplishments:

- Implemented sales structure and prioritized key customers in accordance with long-term marketing and sales plan. Plan produced sales of \$XM / year and led company to meet its goals annual sales goals.
- Coached sales force on new account prospecting, filling the business pipeline and managing the sales cycle.
- Recognized by Entrepreneurial Sales Corp. as top regional sales manager in the company.

Product Sales Manager
Entrepreneurial Corporation, Inc.

01/1994 – 11/1999

Developed new sales strategies leading business development and account management of innovative new products.

Selected accomplishments:

- Drove sales increase of 200%, boosting annual sales from \$XM to \$XM a year; upward trend in service contacts increased 250% to \$XM a year.
- Rebuilt company brand and re-positioned it with strong traction in regional market; jumped from last place to rank 2 out of 6 competitors within 3 years.

Product Sales Representative
Technology Sales Corporation

01/1990 – 11/1993

Sold company products to clients increasing annual sales from \$1M to \$5M within assigned sales territory. Territory ranking of 4 out of 100. Was recruited to go to work for Entrepreneurial Corporation, Inc.

REFERENCES AVAILABLE UPON REQUEST.