

Gary White

Account manager

AREAS OF EXPERTISE

Business development

Marketing campaigns

Supplier negotiation

Direct marketing

Sales administration

Account administration

Database marketing

Client retention

PROFESSIONAL

*Certificate in Conflict Management
(City & Guilds)*

PERSONAL SKILLS

Entrepreneurial

Hands-On

Pro-active

Resourceful

PERSONAL DETAILS

*Gary White
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A highly motivated, confident account manager with exceptional multi-tasking and organisational skills. Having extensive experience of identifying the needs of corporate customers and of running and delivering sales and marketing campaigns for key clients. Possessing a significant record of achievement in account management and able to quickly understand the mission, vision and values of an organisation.

Now looking for a new and challenging managerial or consultancy position, one which will make best use of my existing skills and experience and also further my personal and professional development.

WORK EXPERIENCE

Corporate Financial Sales Company – Coventry
ACCOUNT MANAGER June 2008 - Present

Working in a fast-paced team oriented and entrepreneurial environment. Managing a client portfolio and having revenue and account management responsibility for key accounts.

Duties:

- Working closely with the Sales Director to prospect, pitch & close new business.
- Gaining a strong knowledge and understanding of a clients' brand and products.
- Organising weekly team meetings with staff, directors and senior managers.
- Involved in the day to day management of clients.
- Participation in team building and sales training events.
- Performance monitoring of account executives and account teams.
- Address client concerns and ensure the resolution of issues in a timely manner.
- Maintaining contact with clients - giving them regular updates.
- In charge of budgets and administration.
- Oversee existing campaigns to grow key accounts.
- Delivering ongoing market analysis and assessment of competitors.
- Retain accounts through the development of strong relationships with key decision makers.

KEY SKILLS AND COMPETENCIES

- Excellent account management skills.
- Strong presentation and negotiation skills.
- Contacting and communicating with high end decision makers.
- Ability to follow up with clients in a timely professional manner.
- Good knowledge of Customer Marketing Databases and how to use them.
- A successful track record in new business development within the SME sector.
- Ability to work long hours, often under pressure.

ACADEMIC QUALIFICATIONS

BA (Hons) Marketing with Management
Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)
Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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