**ALICE LIDDEL**

New York, NY 10003 • (555) 555-1234 • aliceliddel@email.com • linkedin.com/in/alice-liddel

**SALES REPRESENTATIVE - Account Executive**

Performance-driven professional with a wealth of experience and knowledge in sales data analysis, interpretation, documentation, reporting, and presentation for senior executives and global sales teams. Known for leveraging sales background with sales operations to implement processes that improve production, communications, efficiencies, and revenues. A natural ability to anticipate and meet the needs of executive and field sales team, while delivering innovative solutions that fit the goals and objectives of the division and the company. The go-to person in the division with consistently strong performance reviews.

Sales Reporting & Analysis Sales | Operations Training & Development | CRM Administration & Launch | Project Management & Planning | Process Improvement & Implementation | Contract & Commission Administration | Marketing Collateral Revisions & Maintenance| Presentations & Communications

**WORK EXPERIENCE**

**ACME International LLC, New York, NY • Senior Sales Representative • (06/2019) - Present**

* Launched and deployed the CRM system to the global salesforce. Collaborated with vendor on integrated custom updates, supervised the testing/validation, and designed a training document and webinar.
* Serve as CRM administrator for the new CRM (Oracle) system and presided on the selection project team and the main lead for the project.
* Successfully implemented new process for proposal and contract review that improved communication and document control while meeting all quality requirements which contributed to the recertification of AS9120A.
* Instrumental contributor to the ACME acquisition preparation, integration projects, and other cross-functional projects such as merit increase process.
* Received President’s Awards for achieving sales goals from 2014-2020.
* Oversee interview process logistics and scheduling, internal communications, organizational chart updates, new hire onboarding process, 5 executive expense reports, and travel coordination, and manage account payable (AP) process for 5 executives.
* Manage interns and full- and part-time employees.

**ACME International LLC, New York, NY • Junior Sales Representative • (04/2014 - 06/2019)**

* Assist with preparation of regional and global performance reports, bid and quote development, customer presentations, tracking sales incentive plans, and reporting CRM results.
* Manage analysis on key sales pipeline reports; deliver sales-related analysis to measure sales strategy effectiveness.
* Tasked with defining territory alignment, CRM management, and business integration.
* Coordinate and schedule monthly/quarterly meetings for sales, operations, inventory, and finance.

**EDUCATION AND CERTIFICATIONS**

Southeastern State University, Atlanta, Georgia • B.S. Marketing

(2014)

Resume written by [Lezlie Garr](https://www.linkedin.com/in/resumelezlie/)