***\*\*Skills Summary should include both technical and soft skills acquired across your career. examples listed below; this can be shortened or expanded as necessary, but be sure to use formatting to change the columns listed to match your overall length***

**SUMMARY OF QUALIFICATIONS:**

Business Development Professional

Business to Business Sales/ Marketing

Territory Business Development Strategy

Portfolio Management

Critical Sales Skills

Market Research/ Analysis

Brand Marketing

Persuasion/ Negotiation Skills

Contract Skills

Presentation Skills

Cold Calling

Profitability Analysis

Relationship Building

Trade/Consumer Goods Marketing

Business Coaching

Leadership Development

Brand Launch

MicroStrategy

Atlas

Microsoft Office

Pivot Table

**PROFESSIONAL EXPERIENCE:**

**Company Year - Year**

**Title**

***\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below***

* Manage a portfolio of 130 accounts, in established traditional and non-traditional retail outlets
* Oversee the development of advertising, brand governance including intellectual property and proprietary brand related activities, and management of the RJ Reynolds Tobacco Co. brand family.
* Provide subject matter expertise for business partners with the primary focus on financial/ profit growth through the utilization of marketing and financial analyses from Microstrategy and Pivot Tables.
* Collaborate across functions, and with key external partners, to develop the brand and ensure a cohesive brand experience for customers, investors and employees.
* Establish a cohesive partnership with the Marketing Research team to measure the success of the key strategic brands and understand how the organization is perceived by our consumers/customers.
* Apply business analytics, marketplace, competitor and total tobacco expertise to position the organization and the brands favorably within the territory to maximize sales results and ROI.
* Consistently improve the integrity of the brand through identifying consumer insight that assist in shaping our storyline and message.
* Leads thought leadership content to assist with establishing RJ Reynolds Tobacco Co key strategic brands as the 1st choice for consumers
* Actively promote the marketing mix through direct discussions with partners utilizing analytical proficiency and influencing skills to promote a beneficial business plan for retail partners.

***Accomplishments (Optional):***

***\*\*List accomplishments in a similar bullet format to your experience. Any key accomplishments in a role should be listed here – examples listed below***

* Ranked 3rd in the Atlanta Region for product volume/share growth
* Placed in the top 20% of the national sales force and exceed annual goals
* Increased the regional market share on the strategic growth brands by 7% in 2020.
* Consistently ranked in the top 25% companywide for strategic brand growth in volume and share from 2010-2020.
* Transformed bottom-ranked territory (previously in the lowest 10% companywide) to become a top-producing territory.
* Coached and mentored new associates on technical systems, building partnerships understanding B2B marketing.
* Inspired and influenced territory managers to deliver outstanding levels of service and quality.

**Company Year - Year**

**Title**

***\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below***

* Performed medical claims research for policy holders, providers, hospitals and/or physicians.
* Managed the processing and delivery of claim forms and supporting documentation to various departments.
* Independently responded to inquiries, grievances, complaints or appeals ranging from routine to moderate complexity.
* Applied excellent research skills demonstrating proficiency in utilizing multiple resources

**Company Year - Year**

**Title**

***\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below***

* Provided claims expertise and general claims support to various teams in reviewing, researching, investigating and adjusting claims.
* Improved company efficiencies through systems implementation.
* Functioned as a liaison between participating Medical providers with BCBS and the Member’s Home Plan.
* Authorized the appropriate payment for medical providers and refer claims to investigators for further review.
* Utilized technical systems (Blue Squared and Main Frame) to effectively communicate with the Member’s Home Plan.
* Worked to improve the correspondence turnaround time by 50% through eliminating inefficient practices that lead to provider dissatisfaction and possible penalties.

***Accomplishments (Optional):***

***\*\*List accomplishments in a similar bullet format to your experience. Any key accomplishments in a role should be listed here – examples listed below***

* Recognized by senior management as one of the leading consultants.
* Requested by senior management to train and mentor new employees.
* Selected to participate in various projects to improve the medical claims adjudication process.

**Company Year - Year**

**Title**

***\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below***

* Improved bottom line performance through expense management and reductions.
* Analyzed customer gain and loss activity, identified trends/areas of improvement and associated issues.
* Functioned as the subject matter expert on Driver methods, Technical Operations (Safety) and handheld technology.
* Analyzed margin performance and identified opportunities for improvement within pricing types, business segments and/or market locations.
* Provided strategic and operational direction to the local propane service team to ensure business excellence and growth.
* Created time efficiency and operation reports to assist in the improvement in delivery time.
* Managed route productivity, audited delivery routes and audited service/ installation work.

***Accomplishments (Optional):***

***\*\*List accomplishments in a similar bullet format to your experience. Any key accomplishments in a role should be listed here – examples listed below***

* Reduced the Out of Gas percentage by 10% through effective planning and inventory management from 2006 to 2008.
* Improved productivity, delivery efficiencies and gross profit enhancement by 5% from 2007 to 2008.

**Company Year - Year**

**Title**

***\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below***

* Managed several fortune 500 national food chain accounts with revenues more than $21M. Analyzed and created critical consumer data used in marketing reports for various clients.
* Developed departmental procedures for customer contact.
* Collaborated with the Information Systems Development team to design and construct accurate processes to measure and monitor critical analyses.
* Improved marketing costs for The Coca-Cola Company and customers by eliminating inefficient behaviors that lead to deductions and penalties.
* Identified areas to improve data synchronization.
* Trained and coached new associates on technical systems, operations, and procedures.

***Accomplishments (Optional):***

***\*\*List accomplishments in a similar bullet format to your experience. Any key accomplishments in a role should be listed here – examples listed below***

* A member of the Change Champion Team from 2004-2006.
* Consistently maintained excellent service quality from 2002-2006.

**EDUCATION:**

**College**

Degree Level and Major

**Certification**

Specialization