City, State Abbreviation Zip Code

(123) 456-7890

Keith Campbell

Results-driven sales manager with over eight years of experience. Skilled in market analysis, customer relationship management (CRM), and sales forecasting. The close rate for

sales-qualiﬁed leads was 20%.

AUGUST 2022 – PRESENT

# Sales Manager Metrics Inc

* Led a team of 10 sales associates, with a focus on qualifying leads and developing customer relationships
* Expanded market presence, resulting in a 25% increase in customer retention and a 15% increase

September 2011 – June 2015


# Bachelor of Science (B.S.) Data Science and Analytics

COLUMBIA University, New York, NY

May 2019

# Bachelor’s degree in Marketing

Ohio University

2020

# Certiﬁed Sales Professional

National Association of Sales Professionals

2021

# Sales Hub Software Certiﬁcation HubSpot

* CRM
* HubSpot
* Market analysis
* Negotiation
* Product knowledge

in market share

* Implemented a new CRM system, resulting in a 15% increase in client net promoter score (NPS) score