

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%.

September 2011 – June 2015

**Bachelor of Science  
(B.S.) Data Science and  
Analytics**  
COLUMBIA University,  
New York, NY

- CRM
- HubSpot
- Market analysis
- Negotiation
- Product knowledge

May 2019

**Bachelor's degree in  
Marketing**  
Ohio University

2020

**Certified Sales  
Professional**  
National Association of Sales  
Professionals

2021

**Sales Hub Software  
Certification**  
HubSpot

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