





MELISSA ANDERSON

Sales account executive with a proven record in building client relationships, hitting sales goals, and generating market insights. Demonstrated success in managing key accounts and using CRM software to raise efficiency, with professional certifications in sales and leadership.

CONTACT

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KEY SKILLS

- Contract negotiations
- Customer relationship management
- Market penetration
- Revenue and business growth
- Sales strategy development

EDUCATION

- Master of Business Administration (MBA) | HARVARD BUSINESS SCHOOL, Boston, MA
- Bachelor of Science (BS) – Marketing | UNIVERSITY OF CALIFORNIA, Berkeley, CA

PROFESSIONAL EXPERIENCE

SENIOR SALES ACCOUNT EXECUTIVE | PROCTER & GAMBLE, CINCINNATI, OH | JUNE 2017 TO PRESENT

- Built lucrative relationships with over 50 key accounts, increasing sales revenue by 30%
- Surpassed quota by 20% each quarter by setting effective sales plans and strategies
- Provided valuable market insights to management, leading to the creation of products that grew market share by 15%

SALES ACCOUNT EXECUTIVE | UNILEVER, ENGLEWOOD CLIFFS, NJ | MAY 2015 TO JUNE 2017

- Managed a portfolio of over 30 clients, fostering strong relationships and improving client retention by 25%
- Exceeded sales goals by 15% by effectively negotiating contracts and clarifying customer needs
- Used CRM software to track sales activities and customer interactions, improving efficiency

PROFESSIONAL DEVELOPMENT

- Certified Inside Sales Professional (CISP), American Association of Inside Sales Professionals
- Certified Professional Sales Person (CPSP), National Association of Sales Professionals
- Certified Sales Leadership Professional (CSLP), Sales Management Association