
MELISSA BLEEKER

Mobile Phone Number ♦ Email Address

Account Manager Publishing & Internet Driven Industries

AREAS OF EXPERTISE

- Account management
- Business development
- Competitor analysis
- Team leadership & coaching
- Influencing & negotiating at senior levels
- Market research

CAREER SNAPSHOT

Account Manager

The Garp Group (since September 20xx)

Australia's leading classifieds site which provides visitors and advertisers with a range of options to present their brands online.

Short Term Contract Assignments

Various Organisations (July 20xx – September 20xx)

Trainer

The Smart Education & Training Company (3 months)

Business Developer / Sales Coordinator

Connected Internet Business Directory (3 months)

Business Developer

Okie Dokie HR & Recruitment Consulting Firm (3 months)

Telemarketer

Talkalot International Communications (3 months)

Telemarketer

Which Bank (3 months)

Team Leader

Luke Skywalker Telecommunications (March 19xx – December 19xx)

Telemarketer

Another Bank (June 19xx – March 19xx)

EXPERIENCE & ACHIEVEMENTS

Account Manager

The Garp Group (since September 20xx)

- Optimise new business opportunities, customer satisfaction and loyalty within the client base in my region.
 - Expand the client base through referrals and proactive approaches to senior executives.
 - Source prospective clients through the judicious use of employment classifieds, industry publications, competitor and client web sites, referrals and various business directories.
 - Formulate and implement the firm's sales strategy which includes undertaking client and market research, identifying and making appointments with key decision makers, identifying prospective client needs and priorities, demonstrating the benefits of the company's solution, pricing the solution, presenting proposals and negotiating agreements.
 - Develop and sustain strong relationships with key decision makers to ensure their ongoing support and loyalty.
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- Devise specific campaign packages to optimise the value of client investments.
- Negotiate and manage contracts.

Achievements

- ▶ Established and developed robust relationships with a wide range of major clients including [list of companies] to ensure a high level of client retention and referrals.
- ▶ Consistently exceeded quarterly budgets by 10 – 25% in a highly competitive environment as a result of a systematic, professional, persistent and thorough approach, fully understanding client needs and expectations and tailoring solutions to meet specific client requirements.
- ▶ Made a significant contribution to the company's market leadership position and its commercial stability by securing and retaining a substantial and consistent client base
- ▶ Played a key role in fostering a strong team spirit and forward looking culture in the company by modelling the appropriate actions and attitudes.

Short Term Contract Assignments

Various Organisations (July 20xx – September 20xx)

Trainer

The Smart Education & Training Company (3 months)

Played a key role in helping the company retain lost market share and improve internal customer service by designing and conducting sales and service training programs and conducting sales training programs for its clients.

Business Developer / Sales Coordinator

Connected Internet Business Directory (3 months)

Approached decision makers in small and mid-sized firms to encourage them to be represented in the Directory and scheduled client meetings and presentations for the Sales Managers.

Business Developer

Okie Dokie HR & Recruitment Consulting Firm (3 months)

Approached HR Managers, proprietors and other decision makers in mid-sized enterprises to secure meetings with the firm's Business Development Manager to present the company's capabilities and services.

Telemarketer

Talkalot International Communications (3 months)

Sold the company's home and small business fixed line and mobile telecommunications solutions, consistently achieving outstanding results.

Telemarketer

Which Bank (3 months)

Arranged meetings with small business clients on behalf of the sales team.

Team Leader

Luke Skywalker Telecommunications (March 19xx – December 19xx)

- Managed the performance of a team of up to 15 telemarketers to enable the firm's clients to achieve sales and market share objectives across a diverse range of campaigns.
 - Coached and trained staff undertaking telemarketing campaigns to ensure high levels of customer service and conversion rates.
 - Ensured that the appropriate types and levels of resources were allocated to the various campaigns.
 - Ensured that telemarketers complied with campaign procedures and protocols.
 - Trained staff in the use of various systems.
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Achievements

- ▶ Consistently achieved targeted national service levels following the replacement of the company's field sales force with a call centre.
- ▶ Established and documented the National Call Centre Team operating procedures to optimise productivity and ensure consistency across different regions.

————— **IT PROFICIENCY** —————

Word, Excel, PowerPoint, Outlook, Siebel CRM System, FileMaker, Maximiser Customer Contact System, software installation & system configuration.

————— **TERTIARY EDUCATION** —————

Graduate Diploma in Legal Studies

University of New South Wales (completed in 20xx)

Bachelor of Arts (History & Politics)

University of New South Wales (completed in 19xx)

Certificate in Computer / Business Applications

Young's Business College (completed in 19xx)

————— **REFEREES** —————

Name

Position, Organisation

Mobile / Email

Name

Position, Organisation

Mobile / Email

Name

Position, Organisation

Mobile / Email