**Ruby M. Sheffield**

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**Professional Summary:**

Highly-organized and professional Senior Account Executive with more than 5 years of experience in attracting and retaining top accounts, maintaining strong relationships with clients as well as improving sales and revenue of the organization. Possess solid leadership, customer-service, organizational and networking skills to manage account portfolio and account executives team as well as seek best business opportunities and achieve business goals.

**Summary of Skills:**

* Working knowledge of strategic selling, sales methodologies, and best sales industry practices for account and opportunity management
* Demonstrated success in achieving sales quotas with the skills and ability in going deeper and wider into existing accounts
* Excellent written and verbal communication, negotiation and presentation skills to build and maintain good relationships, and rapport with customers or clients
* Strong analytical and problem-solving skills to analyze sales performance metrics as well as solve business challenges
* Solid leadership and team management skills to supervise and manage work and performance of the account executives team
* Creativity and flexibility to implement new sales and marketing strategies and systems
* Strong Customer Relationship Management (CRM) skills, including effective pipeline management and reporting skills as well as ability to pay attention to every detail
* Proficiency with MS Excel, Word, spreadsheets and database applications, CRM software

**Work Experience:**

Senior Account Executive

Atlanta Dreams Group, New York, NY

May 2016 - Present

* Developing and implementing monthly accounts planning in coordination with the senior management team as well as serving as the main point of contact between client and the team
* Participating in lead or brainstorming meetings and research in helping to develop effective client marketing programs
* Managing day-to-day activities for two or more client accounts, including content creation and project management
* Actively participating in identifying new prospective clients as well as establishing and strengthening relationships with business decision makers for current and potential clients
* Reporting account progress, facilitating invoice processing, and managing budget tracker
* Continually crafting and implementing unique sales strategies, ideas and programs as a means of producing new business opportunities
* Supervising account executives as well as sales team to set and monitor sales targets within strict deadlines.

Account Executive

Louis Paul Inc., New York, NY

January 2015 - April 2016

* Identified prospects utilizing creative lead generating techniques, and maintained productive relationships with existing customers
* Worked closely with account executives team to meet and exceed annual sales goals
* Maintained accurate and detailed records of all current clients and prospects with the CRM system as well as tracked and reported weekly sales activity using CRM and other reporting tools
* Servicing the needs of each existing account while establishing relationships to provide effective customer-services
* Engaged with internal resources to bring in expertise and specialized sales resources as needed
* Coordinated team engagement with client as well as mapped each resource to most valuable opportunities
* Assisted with account planning, managing sales process, and closing sales opportunities as well as actively participated in business development meetings
* Developed mutually beneficial working relationships with sales team as well as participated and contributed in daily or weekly sales team meetings and training sessions.

Junior Account Executive

Navex Global Corporation, New York, NY

June 2013 - December 2014

* Worked with the management team to develop sales strategy by identifying, researching and analyzing current and future market trends for the industry
* Maintained accurate records of client communication using CRM software as well as reported senior account executive on weekly/monthly basis
* Assisted in developing sales to maximize revenue, and prepared forecasts
* Analyzed customers' requirements and issues, and assisted in developing innovative solutions with the account executives

**Education:**

* Bachelor's Degree in Marketing
University of New York, New York, NY
2012

**Reference:**

On request.