

# Michelle Roberts

## Account Manager

### AREAS OF EXPERTISE

Market research  
Managing Blue Chip clients  
Growing accounts  
Face to face meetings  
Process management  
Processes & procedures  
Customer interaction  
Tenacious and resilient  
Chairing meetings  
B2B Account management  
Rapport building skills  
Scope estimation  
Guiding a team  
Project planning

### CAREER STATEMENT

*“Apart from contributing to the processes and strategies which enhance any projects I am working on, I feel that my greatest strengths are firstly my ability to deliver projects to agreed timescales. Secondly my skill at gaining a clear understanding of a clients exact needs, and thirdly being able to co-ordinate and lead all team resources whilst at the same time building strong working relationship with fellow colleagues and thereby getting them to improve their performance.”*

Michelle Roberts

### PERSONAL SUMMARY

A hard working self starter who has a proven ability to pick up the phone, identify potential key clients, build relationships and close new business opportunities. Michelle is a well organised individual who is willing to take full commercial responsibility for issues such as; managing accounts to maximise profit, customer retention, revenue generation, base growth and tenure. She is persistent in her drive for improvement and has an impressive track record of bringing in new business. She currently oversees the management of over 100 corporate accounts which generate financial transactions of over £10 million per annum. Familiar with relationship building, she is able to maintain a good team spirit and liaise effectively with business Partners, Bankers and Accountants. Michelle is currently looking for a suitable position with a company renowned for hiring exceptional people & for giving them unparalleled opportunities to build their careers & capabilities.

### CAREER HISTORY

#### **Utilities Company - Birmingham**

ACCOUNT MANAGER April 2009 - Present

Responsible for working closely with the accounts team to ensure a positive customer experience & a maximization of revenue. In charge of increasing & maintaining customer satisfaction & ensuring that the individual needs of the customer are met.

#### **Duties:**

- Offering a first class service to both potential and existing customers.
- Managing the work of account executives.
- Maintaining accurate reference documentation for internal management.
- Attending trade shows, exhibitions and events.
- Providing weekly metric reports to the client in line with KPIs.
- Manage and develop a growing team of remote Sales Developers.
- Identifying and cultivating new prospects.
- Managing a portfolio of over 20 clients and up to a value of £1 million.
- Constructing budgets and timelines.
- Working closely with creative teams, copywriters, printers & other 3rd party suppliers

#### **Construction Company - Manchester**

ACCOUNT MANAGER May 2008 – March 2009

Responsible for the day-to-day management of the company accounts. This includes delivering a highly proactive, reactive and responsive account management service and building close and trusted relationships with clients.

#### **Duties:**

- Supporting the Account Director with the daily running of a busy client facing team.
- Reconciliation and settlement of accounts.
- Identify promotional opportunities & integrate them into annual marketing plans.
- Managing various online PPC campaigns across a wide range of verticals and advertising platforms.
- Assisting with sales pitches to win new business.
- Growing and developing affiliate marketing campaigns.
- Providing support for client entertainment, when appropriate.
- Management of processes to improve efficiency and reduce risk.
- Providing general administrative support for Account Management team.
- Helping to monitor competitor activity and report it to the team.
- Setting daily workload, tracking progress, revising plans to ensure objectives are met.

## PERSONAL SKILLS

*Dealing with ambiguity*

*Problem solving*

*Fast thinker*

*Tenacity*

*Determination*

*Attention to detail*

*Multi-tasking*

*Team player*

*Articulate*

## PROFESSIONAL

*NVQ Management  
Level 3*

*First Aid Qualified*

*French speaker*

*German speaker*

## PERSONAL DETAILS

*Richard Hill  
Dayjob Ltd  
The Big Peg  
Birmingham  
B18 6NF  
T: 0870 061 0121  
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*Driving license: Yes  
Nationality: British*

### *Software Company - Birmingham*

SALES MANAGER      June 2007 – May 2008

### *IT Consultancy - Manchester*

SALES EXECUTIVE      July 2006 – June 2007

## KEY SKILLS AND COMPETENCIES

### *Account Management attributes*

- First class negotiating, selling and closing skills.
- Strong knowledge of application, solution and major project selling.
- Ability to learn quickly and drive new messages through customer channels.
- Have the ability to sell over the phone and face to face.
- Experience within a medium/large marketing team.
- Capability to handle multiple projects smoothly and thoroughly.
- Sound strategic and implementation skills.
- Able to quickly develop general marketing knowledge.
- Delivering complex solutions for key customers and influencers.
- Identifying commercial opportunities.

### *Personal attributes*

- Able to project manage, delegate and operative effectively in a wider team.
- Advanced knowledge of Microsoft Word and Excel.
- Self managed and can drive own high level of activity to get the job done.
- Able to anticipate & recognise concerns, issues, problems/obstacles and then suggest solutions.
- Effective telephone selling skills.
- Calm under pressure.
- Embracing challenges and hungry to learn.
- Always willing to help other less experienced team members with workloads.
- Articulate and professional.

### *Professional attributes*

- Highly organised and able to prioritise assignments.
- A clear understanding of the dynamics of direct mails, print, mailing processes and digital/new media.
- Pro-active in targeting prospects and arranging for product trials.
- Ensuring that projects are completed on time and within budget.

## ACADEMIC QUALIFICATIONS

### *Birmingham North University      2005 - 2008*

Sales Management      BA (Hons)

### *Birmingham South College      2003 - 2005*

A Levels: Maths (B) English (A) Physic (C) Geography (A)

PRINCE 2

City & Guilds, Diploma in Project Management

**REFERENCES** – Available on request.



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