

# AMANDA KNOWLES

## ACCOUNT EXECUTIVE RESUME

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### Summary

A competitive, determined and goal orientated young person who has a professional, polite and helpful manner when dealing with customers. Amanda is a budding team leader and a strategic new business hound, who will be restless in the pursuit of new clients. She has the drive required to excel in a fast-paced entrepreneurial environment, and is able to work in fields such as travel and destination, consumer technology, food, drink, FMCG, automotive and entertainment. Right now she is looking to work for an ambitious and exciting company.

### Academic

**Coventry North College** **2011 - 2012**  
Diploma in Sales & Marketing Pass

**Birmingham South High School** **2008 - 2011**  
Maths Pass  
English Pass  
Geography Pass  
Physics Pass  
Business Studies Pass  
Physical Education Pass

### Knowledge of

#### Marketing

Managing accounts  
Public Relations  
Cross / Up selling  
Negotiating  
Making pitches  
Database marketing  
Lead generation

#### Professional

Account administration  
Customer support  
Social Media Marketing  
Creating invoices  
Building relationships  
Territory management  
Solution selling

#### Personal

Self starter  
Highly presentable  
Articulate  
Customer focused  
Presentation skills  
Listening skills  
Detail orientated

### Skills acquired whilst studying

- Using sales tools effectively and utilising opportunity management processes diligently.
- Create a monthly News Letter and managing the subscriber lists.
- Identifying, developing, and implementing new business opportunities.
- Managing new and existing accounts.
- Preparing, presenting, and demonstrating products to prospective customers.
- Developing commercial relationships with vendors, partners and other third parties.
- Superb communication skills with the ability to remain calm under pressure.
- Managing complex sales cycle.
- Launching campaigns using the latest Campaign Marketing, Analytical and reporting tools.
- Writing and developing promotional material.
- Excellent presentation skills and poise.

### Hobbies

Amanda is a keen squash player, which as a competitive sport suits her personality well. She is a senior member of a local squash team and regularly travels with them to enter tournaments. She also enjoys nights in at home with close friends watching movies.

### References

Available on request.



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