**Brenda T. Adam**

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**Career Summary:**

Experienced and professional account executive who has always exceeded targets and brought maximum profits to the employers and met revenue goals. Excellent communication skills that quickly helped to develop new accounts and achieved high customer satisfaction ratings. Self-motivated and ability to think out-of-the-box to get new business.

**Summary of Skills:**

* Comfortable in negotiating deals to build appropriate sales campaigns with clients
* Excellent organizational, interpersonal, and communication skills
* Ability to achieve short-term and long-term targets by revising plans as per the need
* Ability to come up with novel strategies that will benefit both the client and organization
* Resilient, adaptable, and ability to make quick decisions in ambiguous situations
* Energetic and motivated individual willing to travel within the area to meet the target

**Work Experience:**

Regional Account Executive

Entex Information Services, Camden, NJ

November 2015 – Present

* Monitoring market conditions, competitors' strategies, and initiating revised sales plans to address current market conditions
* Renegotiating contracts with old clients and boosting company revenue
* Generating new business opportunities by contacting 5 new potential clients every day
* Compiling reports on accounts and maintaining a document for suggesting revised marketing strategies
* Initiating and conducting virtual or face-to-face sales calls with clients and maintaining detail records for the same
* Collaborating with business development representatives and brainstorming ideas that would help in improving tactics to attract more clients

Associate Advertising Manager

Williams Advertisement and Marketing, Buffalo, New York

March 2012 – July 2015

* Searched and converted prospective clients and negotiated advertising contracts
* Worked with all departments to ensure promptness in promotional campaigns, and delivered projects before deadline
* Revised and developed a pricing strategy affordable for clients and consumers
* Assisted various teams and prepared ad hoc projects to satisfy clients
* Successfully executed new promotional campaigns as per the trends in industry and initiated online marketing of products and services

Senior Accountant Executive

Delux Corporation, Camden, NJ

January 2013 – October 2015

* Generated new working relationships by making 200+ prospecting calls weekly
* Focused on initiating new business development strategies for private corporate clients
* Created and gave effective presentations to win new business
* Constantly surpassed goals of weekly 10 introductory meetings and 20 sales meetings per month
* Contributed to employee enhancement programs in organizations to help staff learn new skills and thereby improve business results
* Enhanced sales over quota by 25% in financial year 2014-15 and managed base account of over 25 clients

Sales Account Executive

Netchemia Inc., Camden, NJ

October 2011 – December 2012

* Developed and implemented strategic account plans that focused on maximizing profits for clients
* Signed and renewed contractual agreements with major clients
* Achieved 25 % + quota for the fiscal year 2005-06 and exceeded company target by 35%
* Conducted direct sales to companies that sold software or offered consulting services
* Maintained a portfolio for managing accounts of various clients

**Education:**

* Bachelors Degree in Marketing Management   
  ABC University, Camden, NJ  
  2009
* Associate Degree in Finance   
  ABC University, Camden, NJ  
  2011

**Awards/ Accomplishments:**

* Pinnacle Performance Award – 2015

**Reference:**

On request.