

Cherith Spieth

Account Representative

Dedicated Account Representative with 1 year of experience in managing and growing client relationships. Adept at identifying client needs and providing tailored solutions, while consistently achieving sales targets. Strong communication and interpersonal skills, with a proven ability to collaborate effectively across teams. Committed to delivering exceptional customer service and driving business growth.

cherith.spieth@gmail.com 

(393) 889-2162 

123 Maple Street, Little Rock, AR 
72201

Education

Bachelor of Business Administration in Sales and Marketing at University of Arkansas, Fayetteville, AR

Sep 2018 - May 2022

Relevant Coursework: Marketing Strategy and Management, Sales Techniques and Strategies, Consumer Behavior, Market Research and Analysis, Digital Marketing, Advertising and Promotion, Product Development, Brand Management, and Business Analytics.

Links

[linkedin.com/in/cherithspieth](https://www.linkedin.com/in/cherithspieth)

Skills

Salesforce proficiency

Excel mastery

Negotiation techniques

CRM navigation

Pipeline management

Cold-calling expertise

Presentation delivery

Employment History

Account Representative at Arkansas Best Insurance, AR

Apr 2023 - Present

- Successfully increased the client base by 35% within the first year, resulting in a revenue growth of \$1.2 million for Arkansas Best Insurance.
- Implemented a new customer relationship management (CRM) system, streamlining communication and improving client retention rate by 25%.
- Consistently exceeded quarterly sales targets by an average of 15%, contributing to a total annual sales increase of \$3 million for the company.

Associate Account Representative at Bank OZK, AR

Jul 2022 - Feb 2023

- Successfully managed a portfolio of over 150 high-value clients, resulting in a 20% increase in account retention and contributing to a 15% growth in revenue for Bank OZK in the Arkansas region.
- Streamlined account management processes and implemented a new CRM system, leading to a 25% improvement in team efficiency and a 10% reduction in customer complaints related to account servicing.
- Spearheaded a cross-functional initiative to identify and target potential new clients, resulting in the acquisition of 50 new high-value accounts and generating \$5 million in additional annual revenue for Bank OZK.
- Developed and delivered customized financial solutions for key clients, which led to a 30% increase in client satisfaction ratings and a 12% growth in overall portfolio value.

Certificates

Certified Professional Sales Person (CPSP)

Jan 2022

Certified Inside Sales Professional (CISP)

Mar 2020

Memberships

National Association of Sales Professionals (NASP)