

# Shabree Burkee

Channel Sales  
Manager

## Profile

## Employment History

**Details**  
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A results-driven Channel Sales Manager with 5 years of experience in cultivating and maintaining strong partner relationships, driving revenue growth, and executing successful channel strategies. Demonstrated expertise in partner recruitment, training and enablement, and performance management. Proven track record in exceeding sales targets, expanding market presence, and effectively collaborating with cross-functional teams to achieve business objectives.

**Channel Sales Manager at The Hartford, CT**

Feb 2023 - Present

- Achieved 120% of annual sales quota by successfully onboarding and managing over 30 new channel partners, generating over \$5 million in additional revenue for The Hartford in 2018.
- Expanded the company's market share in the Connecticut region by 15% within two years through effective channel partner recruitment, training, and support, resulting in an increase in annual revenues by \$3.5 million.
- Implemented a comprehensive channel sales strategy that led to a 25% improvement in partner engagement and a 30% increase in lead generation, contributing to a \$4 million growth in sales for The Hartford in 2019.
- Streamlined channel partner communications and reporting processes, reducing administrative workload for the team by 40% and allowing for more focused efforts on strategic initiatives and partner support.

**Associate Channel Sales Manager at Cigna, CT**

Jul 2018 - Jan 2023

- Successfully increased channel sales revenue by 35% in one year, resulting in an additional \$1.5 million in revenue for Cigna in Connecticut.
- Developed and implemented a targeted marketing strategy that led to the onboarding of 50 new partner organizations, expanding Cigna's distribution network in the region.
- Streamlined the sales process for channel partners, reducing the average sales cycle time by 20%, which led to a 15% increase in overall sales conversions.
- Spearheaded a cross-functional team that created a comprehensive training program for channel partners, leading to a 25% increase in partner product knowledge and a 10% increase in sales performance.