

Zalma Reighley

Insurance Account Executive

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📍 123 Austin Lane, Houston, TX 77002

Education

Bachelor of Business Administration in Insurance and Risk Management at University of Houston, TX

Aug 2016 - May 2021

Relevant Coursework: Risk Management Principles, Insurance Operations, Property and Casualty Insurance, Life and Health Insurance, Financial Planning, Business Law, and Actuarial Science.

Links

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

Skills

Underwriting

Risk assessment

Negotiation

Salesforce proficiency

Policy analysis

Client relations

Microsoft Excel

Languages

English

Mandarin

Hobbies

Profile

Results-driven Insurance Account Executive with 2 years of experience in effectively managing diverse client portfolios and delivering exceptional customer service. Adept at generating leads, analyzing clients' insurance needs, and creating tailored solutions to ensure maximum coverage and satisfaction. Demonstrated success in policy sales, retention, and relationship building. Strong communication and negotiation skills, with a proven ability to generate new business and foster long-term client relationships.

Employment History

Insurance Account Executive at Texas Farm Bureau Insurance, TX

Mar 2023 - Present

- Increased policy renewals by 25% in one year by implementing targeted marketing campaigns and personalized customer service strategies, resulting in higher client retention and satisfaction.
- Exceeded new business sales targets by 40% in 2018, generating over \$1.2 million in annual premium revenue through effective prospecting, relationship building, and cross-selling initiatives.
- Reduced claims processing time by 35% within six months by streamlining workflows and collaborating with the claims department, leading to improved customer experience and enhanced operational efficiency.
- Successfully managed a portfolio of over 500 high-value commercial accounts, maintaining a 90% customer satisfaction rating and contributing to a 15% increase in overall company revenue during the tenure.

Associate Insurance Account Executive at State Farm Insurance, TX

Jul 2021 - Jan 2023

- Successfully expanded the client base by 25% within the first year, resulting in a 15% increase in annual revenue for the agency.
- Implemented an innovative cross-selling strategy that boosted policy sales by 30%, leading to a higher customer retention rate of 90% and increased customer satisfaction.
- Streamlined the claims processing system, reducing the average turnaround time for claims resolution by 35%, which improved client satisfaction and enhanced the company's reputation.

Certificates

Chartered Property Casualty Underwriter (CPCU)

Mar 2022

Associate in Commercial Underwriting (AU)

Apr 2020

Memberships