

JENETTE MATTSSEN

National Account Manager

jenette.mattsen@gmail.com

(742) 648-3727

1234 Desert Lane, Phoenix, AZ 85001



PROFILE

Results-driven National Account Manager with 5 years of experience adept at identifying growth opportunities, building strong client relationships, and consistently surpassing revenue targets. Proven track record in developing strategic sales plans, managing complex negotiations, and implementing effective solutions to optimize account performance. Skilled at collaborating with cross-functional teams to ensure efficient and seamless execution of sales objectives. Demonstrated success in navigating competitive markets and delivering exceptional customer experiences.

LINKS

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

SKILLS

Salesforce proficiency

Negotiation expertise

Relationship-building

Market analysis

Strategic planning

Presentation mastery

Microsoft Excel

LANGUAGES

English

Russian

EMPLOYMENT HISTORY

● National Account Manager at Coca-Cola Southwest Beverages, AZ

Feb 2023 - Present

- Achieved a 25% increase in sales revenue by strategically expanding the company's presence in key markets across Arizona, resulting in an additional \$10 million in annual revenue for Coca-Cola Southwest Beverages.
- Successfully negotiated and secured a major contract with a leading national retail chain, resulting in a 15% growth in overall account volume and solidifying Coca-Cola Southwest Beverages as the exclusive beverage supplier for the client.
- Implemented innovative marketing strategies that led to a 30% improvement in brand visibility and a 20% increase in customer engagement across various digital platforms, contributing to a significant boost in market share for the company within the Arizona region.

● Associate National Account Manager at PepsiCo, AZ

Sep 2018 - Dec 2022

- Successfully expanded PepsiCo's market share in the Arizona region by 15% through strategic account management and targeted sales initiatives, resulting in a \$2 million increase in annual revenue.
- Developed and maintained relationships with key national accounts, leading to a 20% increase in client retention and a 10% growth in new business opportunities.
- Implemented data-driven sales strategies that led to a 25% improvement in promotional effectiveness, driving a \$1.5 million increase in net sales and a 5% boost in overall profitability for the company.
- Collaborated with cross-functional teams to launch a new product line in the Arizona market, exceeding initial sales targets by 30% and generating an additional \$500,000 in revenue within the first six months.

EDUCATION

Bachelor of Business Administration in Sales and Marketing at Arizona State University, Tempe, AZ

Aug 2014 - May 2018

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

CERTIFICATES