

Keenya Scovell

Sales Account Manager

✉ keenya.scovell@gmail.com

☎ (981) 902-9300

📍 123 Main St, Fargo, ND 58103

EDUCATION

Bachelor of Business Administration in Sales and Marketing at University of North Dakota, Grand Forks, ND

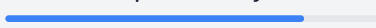
Sep 2016 - May 2021

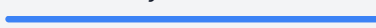
Relevant Coursework: Marketing Management, Consumer Behavior, Sales Techniques, Market Research, Digital Marketing, Marketing Analytics, Advertising and Promotion, Product Management, Strategic Sales Planning, and International Business.

LINKS

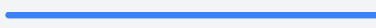
[linkedin.com/in/keenyascovell](https://www.linkedin.com/in/keenyascovell)

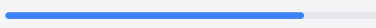
SKILLS

Salesforce proficiency 

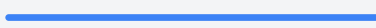
CRM mastery 

LinkedIn Navigator 

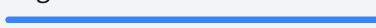
Zoom expertise 

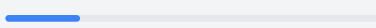
Slack utilization 

HubSpot knowledge 

Microsoft Teams 

LANGUAGES

English 

Italian 

HOBBIES

Golfing

PROFILE

Sales Account Manager with 2 years of experience in cultivating strong client relationships and driving sales growth. Adept at identifying customer needs, implementing tailored solutions, and achieving sales targets. Skilled in negotiation and communication, with a proven track record of meeting and exceeding goals. Proficient in CRM tools and industry best practices, committed to delivering exceptional service to clients and driving business success.

EMPLOYMENT HISTORY

● Sales Account Manager at Microsoft Corporation, ND

Feb 2023 - Present

- Successfully exceeded annual sales targets by 30%, generating over \$10 million in revenue for Microsoft Corporation in the North Dakota region through strategic account management and customer relationship building.
- Expanded market share by 25% in the North Dakota territory by identifying new business opportunities and establishing partnerships with key industry players, resulting in a significant increase in software and services sales.
- Implemented a comprehensive training program for the sales team, which led to a 20% boost in productivity and a 15% improvement in customer satisfaction ratings within the first six months of implementation.
- Developed and executed a targeted marketing campaign that resulted in a 50% increase in lead generation, contributing to the overall growth of the sales pipeline and facilitating the closure of high-value deals.

● Associate Sales Account Manager at Amazon Web Services, ND

Aug 2021 - Dec 2022

- Achieved 120% of annual sales quota by closing 30+ deals, resulting in over \$5 million in revenue for Amazon Web Services in the North Dakota region.
- Successfully onboarded and managed 50+ new enterprise clients, increasing the overall client base by 25% and contributing to a 30% increase in annual recurring revenue.
- Implemented a cross-selling strategy that led to a 15% increase in sales of complementary products and services, generating an additional \$1 million in revenue for the company.
- Played a key role in securing a high-profile partnership with a major technology company, which increased market share and brand visibility in the North Dakota region and led to a 20% growth in sales.

CERTIFICATES

Certified Sales Professional (CSP)

Mar 2022

Strategic Account Management Association (SAMA) Certified Strategic Account Manager (CSAM)

Nov 2020