

Kathia Crofton

Territory Account Manager

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📍 1234 Main St, Philadelphia,
PA 19125

Education

**Bachelor of Business
Administration in Sales and
Marketing at University of
Pennsylvania, Philadelphia,
PA**

Aug 2016 - May 2021

Relevant Coursework: Sales
Techniques and Strategies,
Marketing Principles, Consumer
Behavior, Market Research and
Analysis, Digital Marketing,
Advertising and Promotion,
Brand Management, and
Business Communication.

Links

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

Skills

Salesforce proficiency

CRM mastery

Negotiation expertise

Market analysis

Pipeline management

Presentation skills

Networking abilities

Languages

English

Italian

Profile

Results-driven Territory Account Manager with 2 years of experience in managing and expanding client relationships, driving revenue growth, and implementing strategic sales initiatives. Adept at analyzing market trends, identifying new business opportunities, and developing lasting partnerships. Highly skilled in sales presentations, contract negotiations, and account management, with a proven track record of exceeding sales targets and consistently delivering exceptional customer service. Passionate about fostering long-term client relationships and maximizing business growth within assigned territories.

Employment History

Territory Account Manager at Comcast, PA

Apr 2023 - Present

- Achieved 120% of annual sales target by securing 15 new enterprise accounts, resulting in \$2.5 million in additional revenue for Comcast in Pennsylvania.
- Expanded territory market share by 25% within one year through strategic business development initiatives and targeted marketing campaigns.
- Successfully maintained a 95% customer retention rate by proactively addressing client concerns and fostering strong relationships with key stakeholders.
- Implemented process improvements that led to a 30% reduction in sales cycle time, enabling the team to close deals more efficiently and increase overall productivity.

Associate Territory Account Manager at Johnson & Johnson, PA

Jul 2021 - Feb 2023

- Achieved a 25% increase in territory sales by implementing new strategies and fostering strong relationships with key clients, resulting in over \$2 million in additional revenue for Johnson & Johnson in PA.
- Secured a major contract with a large hospital network, increasing the company's market share by 10% and contributing to a \$5 million boost in annual sales for the territory.
- Successfully launched a new medical device product line in the territory, exceeding initial sales targets by 35% and generating over \$1.5 million in revenue during the first year of launch.
- Led a team of sales representatives to achieve the highest overall performance in the region for two consecutive years, with an average annual growth rate of 15% and a total revenue increase of \$8 million.

Certificates

Certified Sales Professional (CSP)

May 2022

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

Sep 2020