

RONNA JACKSON

Marketing Manager

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📍 Seattle, WA

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EDUCATION

Bachelor of Science

Business Administration

University of Washington

📅 2004 - 2008

📍 Seattle, WA

CAREER OBJECTIVE

Communicative, observant, and analytical thinker with 12+ years of well-rounded experience partnering with companies and clients to provide real solutions to improve their services, products, and bottom line. Eager to meet marketing challenges facing clients in a digitally driven and fast-paced world by creating strategic goals and executing diverse campaigns.

SKILLS

Diligent

Verbal Communication

Problem Solving

Organized

Analytical

WORK EXPERIENCE

Sales Manager

Butterfly

📅 2016 - current 📍 Seattle, WA

- Advised team of 8 sales consultants in learning ultrasound technology and industry, developing sales strategies, and negotiating packages for healthcare institutions and clients
- Served as the point of contact for institutions and clients adopting ultrasound technology, and led in-person and virtual training sessions for seamless transitions
- Partnered with clients in changing services or adding additional resources, and answered questions regarding ultrasound functions and technological limitations
- Conducted client surveys to discover problems and needs, and developed training to fix unclear imaging, which improved clients' experience by 23%
- Recruited and hired 3 sales consultants, and oversaw their sales training and education of Butterfly products and services

Sales Consultant

Accenture

📅 2014 - 2016 📍 Seattle, WA

- Led smaller sales initiatives within a 75-mile radius, and collaborated with sales and client account teams for 12+ Fortune 500 companies
- Presented and pitched cloud-based technologies and automation tools, fostering client relationships in order to anticipate their needs
- Optimized packages for clients' specific needs, provided quotes, drafted proposals, and negotiated contract agreements
- Followed up with clients 10-14 days after start of services to offer additional training and technical support
- Exceeded or met quarterly sales goals 95% of the time by staying up-to-date on Accenture's services, requesting feedback from clients, and attending professional development courses each year

Management Consultant

The Miles Group

📅 2008 - 2014 📍 Seattle, WA

- Interviewed and observed 100+ short and long-term clients to evaluate and provide training for improving performance in executive roles
- Communicated with clients via phone and in person to gather information, feedback, and to provide support, and updated colleagues 3-4 times per week regarding project status, deadlines, and goals
- Created business reports, training materials, and individual and group coaching content for C-suite leaders using Microsoft Office

- Mentored executives as they transitioned into companies or into new internal positions, supporting them with 1-to-1 coaching sessions 2 times per month and 24/7 phone and email support