

MELANIE FROST

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SALES & ACCOUNT SPECIALIST

New Business Development ? Account Management ? Client Relationship Building

Top-performing Sales & Account Executive with track-record of combining [sales](#), marketing and business development expertise to deliver substantial revenue growth in highly competitive business markets. Strong expertise in cold-calling large organizations, leveraging existing networks and proactively generating new accounts.

SKILLS & COMPETENCIES

Consultative Sales ? Account Management ? Strategic Planning/ Analysis ? Market Penetration
Trade Shows ? Relationship Management ? Marketing Support ? Growth Strategies
Campaign Management ? Team Collaboration ? Forecast Management ? Cold-Calling

KEY STRENGTHS

STRATEGIC KEY ACCOUNTS PERFORMANCE

- Develop and implement sales and marketing strategies to aggressively develop new accounts.

TERRITORY MANAGEMENT

- Support internal teams by sharing knowledge base to consistently increase sales.

WORK EXPERIENCE

SUNLIFE CORPORATION

, LOS ANGELES, CA | 2005 – PRESENT

NATIONAL ACCOUNT SALES REPRESENTATIVE

- Service 25 accounts in various cities in addition to initiating strategic partnerships with local chains.
- Mentor sales associates to improve their product knowledge and develop good practices.
- Initiated distinct campaigns that increased revenue by 12% in 2011.

PRUDENTIAL LIFE LIMITED

, LOS ANGELES, CA | 2002 – 2005

DEPARTMENT MANAGER

- Partnered with Finance, Supply Chain, and Engineering to improve customer relations.
- Trained and developed team of 25 to 40 employees.

- Organized seminars to recruit new talents.

NATIONAL INSURANCE CORPORATION, RIVERSIDE

, CA | 2000 – 2002

SALES REPRESENTATIVE

- Provided customer service for multimedia department, including facilitating inventory control.
- Negotiated pricing with customers on open item products.

EDUCATION

Master of Arts, Business Management

California State University, Beverly Hills, CA | 1999

Bachelor of Business Administration

Marketing and General Business, AMA College, Riverside, CA | 1996