



# Bruce Williams

KEY ACCOUNTS MANAGER

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## Details

Driving license  
Full

Place of birth  
San Antonio

## Profile

*Passionate Key Accounts Manager at an established publishing house with seven years of experience managing several key client accounts. I am responsible for business expansion and strategic planning, with the main focus on customer experience. A team player with excellent written and verbal communication skills, well organized, and eager to expand my career as an account manager*

## Employment History

### Senior Key Accounts Manager, Fruit and Veggie Land, Jacksonville

January 2020 — Present

*Improved client satisfaction ratio by 12% over the last two years by implementing feedback tools.*

- Set up and help with a sales strategy for new ranges of services and products
- Acquire new clients
- Maintaining knowledge of competitors and industry.
- Ensure highly professional support to customers.
- Deliver sales pitches
- Influence sales strategies
- Give creative marketing strategies
- Assist in digital and social marketing strategies.
- Manage complex issues and find solutions to fit customers.
- Generate new accounts
- Responsible for completing contracts and tracking progress.
- Train and supervise team(s).
- Research industry trends, concepts, and techniques.

### Key Accounts Manager, PHP Financial Services, Olsberg

January 2018 — January 2020

*The average timeframe of contracts under my management span between three to eight years. No contract for which I am responsible has been canceled.*

- Build and maintain lasting relationships with clients.
- Develop relationships with stakeholders and executive sponsors.
- Deliver solutions to clients' needs and objectives.
- Collaborate with the sales and marketing teams to expand client base and enhance the existing customer experience.
- Manage complicated client requests and issues.

- Regular reporting on client accounts.

### **Assistant Key Accounts Manager, ASL Merchant Bank, Manhattan**

January 2014 — December 2017

*The key accounts under my management generate 28% of my company's yearly revenue. (Year-in-review)*

- Build trustworthy relationships with major clients
- Understand key customers' needs and requirements
- Build and maintain relationships with existing customers by meeting their objectives and propose solutions to issues and problems.
- Make sure the correct services and products are delivered to the customers
- Delivery of products and services to be on time.
- Be the link between the clients and teams and departments within the company.
- Deal with complaints to maintain trust with clients.
- Prepare reports and forecasts.

## **Education**

### **International Business Strategy Diploma, Hitotsubashi University Graduate School of International Corporate Strategy, Tokushima**

November 2020 — November 2020

### **Masters in Business Administration, Harvard University, Cambridge**

January 2018 — December 2019

### **Bachelor Degree in Business Administration, Michigan Ross School of Business, Ann Arbor**

November 2020 — November 2020

- Majors: Business Administration
- Minors: Accounting, Business Law, Communications

## **Links**

[Facebook](#) [Linkedin](#)

## **Skills**

Problem Solving



Time Management



Adobe Illustrator



Communication Skills



Business Strategy



Business Development



Research



Social Media



Adaptability



Leadership



Customer Service



Marketing Strategy



Microsoft Office



Budgets



Analytics



Cloud-Based Collaboration Platforms



CRM Systems



Report Writing



Public speaking



Leadership



Self Motivated



Quality Control



Feedback Mechanisms



Enthusiasm



Driven



Target Orientated



## Hobbies

Cycling, Swimming

## Languages

English



German



## Courses

**Labor Relations Certificate, Inhouse**

November 2020 — November 2020

**SalesForce Super User, Inhouse**

November 2020 — November 2020