



Oliver Michael

KEY ACCOUNT REPRESENTATIVE

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SUMMARY

Highly motivated Sales Associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience and elevating company profile with target market.



EXPERIENCE

Junior Lecture

University of Southern California *Mar 2019 - Present*

- Identified student strengths and weaknesses to create tailored learning activities, including presentation and group discussion activities.
- Conducted engaging in-class discussions to facilitate learning and encourage participation.
- Applied innovative teaching methods to encourage student learning objectives.
- Created positive and safe learning environment for students by setting and enforcing classroom code of conduct.

Key Account Representative

Yale Informatica *Nov 2015 - Mar 2018*

- Propose new products to clients using entire data sources to prepare and conduct optimum presentations.
- Handling LKA Such as institution cooperation, café, individual modern trade, supermarket
- Promote price point integrity and involve with retail level -parity at Headquarter.
- Contribute in proper product quantity enabling client to retail profitably
- Develop new and fresh strategies to respond to high-volume client concerns and meet budget guidelines.
- Analyze market needs, develop account strategies and convey to chief responsible personnel.
- Maintain client relations to build excellent reputation for service and produce repeat business.
- Develop relations between company and client following details to ensure quick response to identified problems.
- Maintain steady in-store visitation frequency to ensure implementation of brand presence, door volume, visual roll-out and driving turn.

Retail Engagement Executive

Boston Super Mart *Jun 2014 - Oct 2015*

- Calling on established general trade retail outlets,
- Selling and executing national/local brand building marketing



SKILLS

| | |
|----------------------------|-----------|
| Key Account Management | ■ ■ ■ ■ ■ |
| Sales Territory Management | ■ ■ ■ ■ ■ |
| Sales Analysis | ■ ■ ■ ■ ■ |
| Distribution Management | ■ ■ ■ ■ ■ |
| Budget & Cost Control | ■ ■ ■ ■ ■ |
| Merchandising Strategy | ■ ■ ■ ■ ■ |



LANGUAGES

| | |
|---------|-----------|
| English | ■ ■ ■ ■ ■ |
| French | ■ ■ ■ ■ ■ |
| German | ■ ■ ■ ■ ■ |



AWARDS

Best Operational Employee
PT Bank Permata TBK *2008-03-25*



EDUCATION

Post Grade Applied Management
San Jose State University
Jul 2011 - Sep 2014
GPA 3.65

Bachelor Accounting
Boston University
Jun 2000 - Sep 2001
GPA 2.95

programs and initiatives within these accounts

- Consistently demonstrating the application of company values in all business interactions in territory
- Managed the product distribution in territory then ensured the product availability & visibility in territory
- Create a trade program
- Analyze competitor activity
- Monitoring the effectiveness of any marketing campaigns.
- Keeping up to date with market trend and competitor activity.
- Identifying short and long term growth opportunities.
- Collecting and communicating customer requirements to all necessary departments.

Teller

American Bank *Jun 2007 - Nov 2010*

- Balance currency, coin, and checks in cash drawers at ends of shifts, and calculate daily transactions using computers, calculators, or adding machines.
- Cash checks and pay out money after verifying that signatures are correct, that written and numerical amounts agree, and that accounts have sufficient funds.
- Examine checks for endorsements and to verify other information such as dates, bank names, identification of the persons receiving payments and the legality of the documents.

Supervisor Modern Trade

New Tech Trading *Dec 2010 - May 2014*

- Supervision & assessment of subordinate
- Made strategic plan to achieve targets
- Create a trade program for regular & seasonal event
- Fully understand market / competitor intelligence and identify customer opportunities
- Strengthen relationship with the customer, both at HQ and store level to ensure full customer plan implementation
- Develop detailed plan based on strategy (brand & category strategy): assortment, pricing, promotion, visibility and merchandising to maximize the growth potential within the assigned budget
- Networking with business partners and customers.
- Conducting regular Business Reviews with customers and suppliers.
- Providing technical customer support as necessary.
- Keeping up to date with market trend and competitor activity.
- Dealing with buyers, store managers and regional managers of major retail chains.
- Identifying and assessing a client's critical needs & identifying short and long term growth opportunities.
- Presenting business proposals to prospective clients.



PROJECTS

Key Account National Book Chain Stores

Supervisor Modern Trade

This project is the first pioneer to make socks can be listed in bookstores that already have a chain of stores nationwide. The store are Gramedia Bookstores & Paper Clip Book Stores