




# Katrina Smith

 City, State Zip

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## Overview of Qualifications

- Result-oriented accomplished professional with 8+ years of experience in sales and marketing.
- Expert at all aspects of growing sales and exceeding projected revenue figures.
- Experienced in coordinating, supervising and training employees, ensuring high efficiency.
- Effective in customer service, process improvement, and contract negotiations.
- Versatile and proactive problem solver with excellent communication skills.
- Highly adaptable to ever changing circumstances when engaging any project business plans within a fast-paced and demanding environment.

## Major accomplishments

- Received Multiple Top Sales Awards for exceeding sales targets – Interim Physicians, LLC.
- Reached total year-to-date revenue of \$4,600,294 (November 2014) – Interim Physicians, LLC.
- Reached total year-to-date revenue of \$3,500,000 (December 2013) – Interim Physicians, LLC.
- Reached total year-to-date revenue of \$2,978,294 (December 2012) – Interim Physicians, LLC.
- Reached total year-to-date revenue of \$2,677,240 (December 2011) – Interim Physicians, LLC.
- Exceeded monthly sales goal by 200% through initiating effective sales programs – D&Y

## Professional experience

**Interim Physicians, LLC**, Greater St. Louis Area, MO-IL  
**Senior Sales Director** • Apr 2008 – Nov 2014

- Identified new business opportunities by analyzing market conditions and sales options.
- Developed and implemented new sales strategies and development plans.

- Coordinated and supervised management staff to ensure high operations efficiency.
- Maintained quality service by establishing and enforcing company standards.
- Established, maintained, and promoted relationships with industry executives, clinics representatives, medical groups, solo practitioners, etc.

#### **D&Y, Huntsville, AL**

##### **Staffing Coordinator • Apr 2007 – Apr 2008**

- Exceeded sales goal during the first year of employment, consequently earning the highest ranking in customer service surveys.
- Exceeded monthly sales goal by 200% through initiating effective sales programs.
- Coordinated and addressed complex physician requests that resulted in increased sales and customer satisfaction rate.
- Provided guidance in placing providers in appropriate assignments with business clients.
- Coordinated availability of recruited physicians with the needed locum tenens work assignments of clients, ensuring that physicians had appropriate assignments and clients' need were met.

#### **Yellow Book, Huntsville, AL**

##### **Media Consultant – Outside Sales Account Representative • Aug 2006 – Apr 2007**

- Generated and developed new customer accounts to increase revenue; prospected and developed new business relationships.
- Maintained, reviewed, managed, and expanded new accounts.
- Developed and implemented marketing plans and initiatives resulting in revenue increase.
- Created and implemented policies and procedures related to sales advertising.
- Penetrated all targeted accounts and radiated sales from within client base.

#### **Allied Waste, Huntsville, AL**

##### **Sales Coordinator • Jul 2004 – Aug 2006**

- Identified leads; acquired and managed new prospects (commercial and industrial businesses).
- Maintained and retained existing customers within the assigned market area.
- Developed and implemented client service program, expanding and growing new accounts.
- Completed all Customer Service Agreements; maintained prospect management tool reports.
- Served government contractors and other commercial agreements.

**DIRECTV**, Huntsville, AL

**Customer Service Lead** • Apr 2002 – Jun 2004

- Provided guidance and support to customer service staff to ensure customer satisfaction.
- Improved customer service quality by re-designing processes; monitored and analyzed service metrics and monitoring results.
- Maximized customer operational performance by providing necessary assistance.
- Ensured timely processing of customer orders; resolved customer disputes and problems.
- Identified system and workflow improvements to enhance operations efficiency.

## Education

Name of the Educational Establishment, City, State

**Degree** • Graduation Date

Name of the Educational Establishment, City, State

**Degree** • Graduation Date

## Skills & proficiencies

- MS Office Suite
- Organizational Leadership
- Analytical Thinking
- Planning & Prioritizing
- Multi-Tasking
- Decision Making
- Flexibility
- Interpersonal Skills

## References

References are available upon request.