# S**ALLY** MOORE

###### SALES DIRECTOR

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| 647-789-4567 | Icon  Description automatically generated |  | PROFILEOver 10 years as a Director in both B2B and B2C environments. Strong results supported by innovative business solutions and process improvements, as well as ability to create solid partnerships with executives and cross functional teams. Track record of leading and motivating direct and virtual teams to deliver under budget and within tight timelines. |
| smoore@gmail.com | Icon  Description automatically generated |
| http://ca.linkedin.com/in/smoor |  |

AREAS OF EXPERTISE

* Product Development and Evolution
* Project Management
* Vendor and Channel Management
* Cross Functional Partnerships
* Campaign Execution
* Competitive and Market Analysis
* Process Re-Engineering
* Sales Operations
* Strategic Planning and Execution
* Cost Control and Budget Management

CAREER EXPERIENCE

#### Company A, Toronto, ON 20xx – 20xx

Overview of company size and scope

##### Director, Sales

Leveraged partnerships and business insights to lead initiatives across business units, improved customer retention, sales effectiveness and overall efficiency.

* Led cross functional team to develop new Service Order Change Management process; provided visibility to $5M revenue and improved sales tracking accuracy.
* Revamped sales policies and procedures; 75% reduction in exchange requests driving $120K in retention.
* Received customer satisfaction ratings of 94%, exceeding target.
* Implemented strategy and process to optimize Sales portfolios; 10% revenue increase in transferred account performance, and identification and removal of 11,000 invalid accounts.
* Delivered process improvements which expanded retention program capacity by 20%.
* Led 2 complex migration projects impacting over 15,000 accounts; delivered ahead of time, with 99.9% accuracy.
* Developed comprehensive lead strategy yielding over 9,000 new opportunities.
* Earned annual achievement awards in 2014 and 2016.

#### Company B, Toronto, ON 20xx – 20xx

##### Director, Retention (XXXX – XXXX)

Managed declining portfolio of ~ $2B; responsible for retention & engagement strategies, including upsell, offer development and product evolution. Created and evolved marketing plan. Completed target setting, forecasting and campaign analyses

Exceeded revenue target by over$25M by implementing strategic pricing changes and various integrated marketing & channel initiatives. Delivered the best average revenue per unit since 20xx.

Improved retention channel performance; 22% churn reduction year over year.

Partnered with creative/media departments to optimize retention spend while executing prominent seasonal campaigns and recurring direct marketing programs.

Improved Product net gain 5.5% year over year while spending 18% less in both marketing communications and channel promotion budgets.

Created outbound proactive churn reduction program which delivered 70% increase in units retained.

Coached and developed team of 12 people in virtual locations to consistently achieve portfolio objectives.

Director, Marketing (XXXX – XXXX)

Negotiated annual channel performance, created forecasts, and partnered with cross functional teams to attain results.

Exceeded performance targets by proposing new channel strategies, implementing enhanced contact and program strategies driven by consumer insight, and exiting poor performing vendors.

Stimulated sales improving overall growth by over 45%.

Transformed ‘winback’ channel and processes delivering 4% unit increase year‑over‑year with 45% fewer support resources and over 40% reduction in program funding.

Established governance process to prioritize channel capacity requests, and negotiated required incremental capacity, enabling gap closure initiatives.

Managed +$1M budget; achieved excellent forecasting accuracy and delivered year‑over‑year savings.

Participated in annual and multi-year planning process, proposing, and negotiating targets and enablers.

Created and executed telemarketing strategy increasing performance by 15%.

### Education and Professional Development

Bachelor of Arts in Economics

University Name, City, Province

Certifications

Leadership

Communication

Sales

Management

Microsoft Office Suite 2018

### Interests and Community Service

Soccer Coach of local youth league

Guest lecturer at ABC College, 1st year Marketing Course