

ZAKIYA SMITH

CAREER OBJECTIVE

Results-oriented and customer-focused professional with a proven track record of achieving sales targets and delivering exceptional service. Skilled in interpersonal communication, building strong customer relationships, and driving customer engagement. Experienced in both inside and outside sales, with a strong understanding of customer relationship management and promotional planning. Proficient in utilizing marketing tools such as Canva, Hootsuite, and Google Ads to develop strategies that maximize ROI.

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📍 Fuquay-Varina, North Carolina 27520

EXPERIENCE

Sales Account Manager

OCT 2021 - PRESENT | Charter Communications, Raleigh, North Carolina

- Consistently achieved top-performing sales representative status for three consecutive quarters, resulting in awards and bonuses for hitting sales targets and providing excellent customer service
- Demonstrated exceptional sales skills by achieving a 40% conversion rate and surpassing monthly sales targets by 15% through handling objections and using value-based selling techniques to close over 80 inbound sales calls daily
- Boosted customer satisfaction by 90% and reduced churn by 25% by analyzing customer needs and providing personalized solutions
- Improved upsell opportunities by 20% and resolved issues on the first call by collaborating with cross-functional teams, resulting in a 25% increase in revenue per customer and a 15% increase in overall revenue
- Built and maintained strong customer relationships, resulting in a 40% increase in customer loyalty and a 20% increase in referral generation

Quality Control Specialist

SEP 2018 - NOV 2020 | Scholastic Booksellers Inc., Jefferson City, Missouri

- Achieved 100% accuracy in inventory picking, resulting in zero errors and ensuring customer satisfaction. Successfully managed multiple projects with competing deadlines, ensuring on-time delivery and high quality output

University Representative Admissions

AUG 2019 - MAR 2020 | Lincoln University of Missouri Department of Recruitment and Admissions ,
Jefferson City, Missouri

- Proactively sought feedback and guidance from senior team members to improve marketing strategies and execution
- Completed online courses and earned certifications in digital marketing and social media management to expand knowledge
- Learned and mastered marketing automation software such as Mailchimp and Hootsuite
- Took initiative to learn new design software such as Canva to create visually appealing marketing materials

Marketing And Public Relations Specialist

OCT 2017 - AUG 2019 | The National Society of Pershing Angels-A-75, Jefferson City, Missouri

- Managed social media accounts, including content creation and community management, resulting in a 50% increase in social media followers and a 25% increase in engagement
- Developed and maintained partnerships with other organizations, resulting in a 20% increase in collaborative events and a 10% increase in brand awareness
- Managed budget and expense tracking for marketing activities, resulting in a 10% decrease in marketing costs and a 5% increase in return on investment

Rebranding Team

AUG 2017 - MAY 2018 | Thompsons Health Center, Jefferson City, Missouri

- Contributed to the development of the health center's brand identity, including the creation of new logos, taglines, and messaging that effectively communicated the center's unique value proposition and services
- Conducted extensive research and analysis to identify key target audiences, develop messaging, and determine the most effective marketing channels and tactics
- Presented the campaign to university administration, effectively communicating the key goals, strategies, and outcomes of the campaign and receiving positive feedback and support

EDUCATION

Bachelor Of Applied Science In BASc, Marketing

Lincoln University of Missouri

CERTIFICATIONS

- Google Ads