

## Sales and Account Executive

### Generating Triple-Digit Sales and Revenue Growth

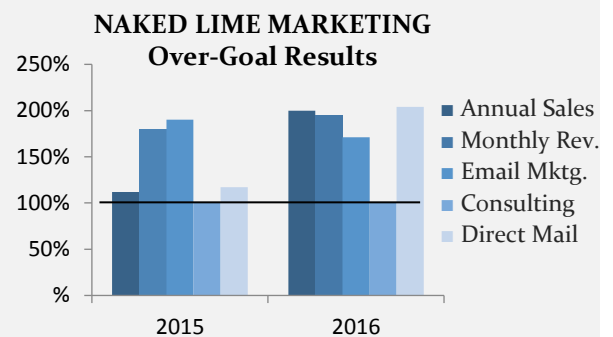
**Enterprise / Technical Sales ■ Field Sales ■ Business Development ■ Digital Marketing**  
**#2 Sales Revenue Nationwide, 2016 ♦ #1 Direct Mail Sales Nationwide, 2015, 2016**

*"Jill is a rockstar...[her] commitment to excellence is unmatched... a VERY strong rep... a strong closer ...fantastic industry and product knowledge... the best year after year..."*  
**Excerpts from Senior Leadership Performance Reviews, Naked Lime Marketing**

**A**ward-winning top sales achiever who combines sales talent with technical expertise to produce triple digit growth for leading organizations. Train and lead highly motivated sales teams, plan and orchestrate cutting edge events, provide ERP and CRM software systems installation, conversion, training and administration, and oversee marketing initiatives. Manage full sales cycle, from lead generation, to prospecting, presentation, negotiations and closings; influence C-level decision makers. Hold professional industry certifications.

### Sales Achievements

- Naked Lime Marketing:**
- Sales Club / Presidents Club each year.
  - Grew monthly recurring revenue **195%** in 2016.
  - Earned **205%** of direct mail quota.
  - Orchestrated and served as guest speaker at Google Connect event.
- Long Island Automotive Group:**
- Promoted to role building and implementing complex sales systems.
- Cobalt Group:**
- Grew territory **300%** in one year.



### Areas of Expertise

- ▶ New Business Development
- ▶ Strategic Planning
- ▶ Advertising Sales
- ▶ ERP Software
- ▶ Contract Negotiations
- ▶ Prospecting / Lead Generation
- ▶ Regulatory Compliance
- ▶ Territory Management & Development
- ▶ Consultative Selling / Solutions Selling
- ▶ Account Acquisition & Management
- ▶ Systems Installation & Conversion
- ▶ Cross-Functional Team Coordination
- ▶ High Impact Presentations / Executive Buy-in
- ▶ Team Leadership / Training / Mentoring
- ▶ Sales Cycle Management
- ▶ Competitive Intelligence
- ▶ Applications Sales
- ▶ Relationship Management
- ▶ Market Research & Analysis
- ▶ Sales Closings & Techniques
- ▶ Direct Mail Marketing

### Professional Experience

**THE REYNOLDS AND REYNOLDS COMPANY, Naked Lime Marketing Division** – Dayton, OH 2014-Present  
**Account Executive** – NY, NJ, CT Tri-state Region

Reporting to Regional Director, sell marketing as a service to dealerships. Manage full sales cycle, from lead generation to prospecting, product presentations, negotiations and sales closings. Serve as advertising services SME. Manage relationship between service teams and clients. Build and maintain key client relationships; prospect for and acquire new accounts. Coordinate with internal teams to execute services, organize events, identify and suggest potential sponsorships, and associated functions.

- Won **Sales Club / Presidents Club** membership each year.
- **Consistently exceeded annual sales quotas** as well as sales of company core products, with **200% annual sales quota** achievement in 2016.
- **Achieved 195% and 180% increases in monthly billing** for 2016 and 2015, respectively.
- Planned, orchestrated, and served as guest speaker at company's first **Google Connect** event.

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LONG ISLAND AUTOMOTIVE GROUP – Amityville, NY

2001-2013

**Dealer Management System (ERP) Administrator / CRM Administrator & Trainer / Business Development Center (BDC) Manager**

**Earned performance-based promotion** in 2005 to serve multiple roles as ERP Administrator, CRM Administrator / Trainer, and BDC Manager. Managed ERP and CRM systems implementation, configuration, training and functionality as well as sales compliance, process development and customer service for dealership group and corporate headquarters. Directed all internet marketing initiatives. Oversaw web development and maintenance. Produced direct mail marketing materials.

### **Sales & Systems Administration**

- Served as lead implementation manager for conversion from Reynolds & Reynolds to ADP (now CDK) system. Tasks included requirement analysis, setup, configuration, security, training, testing and process development.
- Coordinated efforts and provided reporting for a large software study.
- Implemented, created processes, managed training and maintained CRM system for all stores.

### **Business Development & Compliance**

- Maintained full ownership of digital marketing activities for the division (e.g. web development, web administration, and online initiatives).
- Monitored and trained team members on dealership financial regulatory compliance, such as the Red Flags Rule, OFAC, and the Gramm-Leach-Bliley Act (GLBA), etc.
- Managed sales team responsible for internet prospecting.

COBALT GROUP (Now CDK) – Hoffman Estates, IL

1999-2000

**Sales and Service Representative—New York Metropolitan Region**

Sold websites and related services to dealers. Managed full sales cycle including lead generation, market research & analysis, competitive intelligence, product presentations, custom sales proposals, and contract negotiations.

- **Grew territory 300% in one year.**
- Trained dealership employees on internet marketing, website maintenance and software.

\* \* \* \*

*Also served as Director of Operations for HJ Cleaning Services of Setauket, NY, managing daily operations, sales, marketing (including logo design), web design, financials, and associated bottom-line factors.*

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## **Education and Credentials**

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### **Majored in Communications**

STATE UNIVERSITY OF NEW YORK (SUNY) AT ALBANY – Albany, NY

### **Professional Development**

Participant, CEB (Now Gartner) Challenger Development Program  
Attendee, Google AdWords Boot Camp

### **Certifications**

Google AdWords Certified; Google Analytics Certified  
Google Digital Salesperson Certified

### **Professional Affiliation**

Greater New York Automotive Dealers Association  
*Served as Featured Speaker*