

TERESA MARTINEZ

SUMMARY OF QUALIFICATIONS

Experienced and versatile business professional with over 20 years of experience working within fast-paced environments in competitive industries, with an emphasis on effective processes, productive operations, and superior service to internal and external customers. Innovative and self-motivated individual who excels at creating solutions for customers as well as the company. Strong communication skills, serving as a valuable coordinator, liaison, and manager. Successful record of accomplishing set goals and meeting deadlines. Experience in:

Customer Service • Relationship-Building • Customer Account Management • Ongoing Services and Support
Office Reception • Administrative Assistance • Daily Business Administration • Record-keeping and Reporting
Internal and External Communications • Issue Resolution • Special Projects • Process Improvements

EXPERIENCE

Blue Mountain Arts, Boulder, CO **2013 – Present**
Customer Support Representative

Serve the large customer base for this premier independent card and book publisher by offering information, answering questions, and encouraging sales of company products.

- Manage the entire customer service cycle, from initial discussions of product requirements to order processing and receipt. Build solid working relationships to encourage loyalty and repeat business. Serve as the main point-of-contact throughout the process for questions and issues.
- Take on special projects and tasks. Currently working on a data project that will allow all customers to order and keep track of supplies automatically.

BeaconLive, Boston, MA **2012 – 2013**
Account Manager

Directed and supervised the process for the on-boarding of new users and clients, supporting customers while working with the Sales and Marketing Departments on field marketing efforts, product launches, product promotions, and lead-generation.

- Cultivated solid relationships at the user level with both existing customers and prospects. Generated new business while retaining the existing client base through effective account management.
- Proactively contacted clients before and after events to offer assistance and gather feedback. Evaluated individual client needs and developed a high value-added relationship with each buyer.
- Trained customers on services and conduct product demonstrations. Answered all customer inquiries accurately, on-time, and with the highest level of quality.
- Served as a Liaison between the Client, Customer Care Operations, Billing, and Training Departments to ensure excellent service standards, prompt billing, and 100 percent customer satisfaction.

ACT Conferencing, Lakewood, CO **1997 – 2012**
Service Assurance Representative, 2010-2012

Provided front-line support to ACT's top tier accounts such as Investor Relations and Medical Marketing.

- Worked closely with customers, building rapport while gathering information on specific requirements.
- Facilitated meetings with internal ACT resources to offer training and discuss new events and series.
- Raised revenue by 47 percent within high-end, high-touch accounts in just 10 months.
- Promoted 5 times during employment due to excellent results and commitment to service.

Business Implementation Manager, 2009-2010

Oversaw and managed the entire process for the on-boarding of new users and clients, supporting customers while working with the sales and marketing departments on field marketing efforts, product launches, product promotions, and lead-generation.

- Developed and managed relationships at the user level with both existing customers and prospects.
- Worked in conjunction with the Sales Directors to develop plans and ideas that increased revenue.
- Answered all customer inquiries accurately, on-time, and with the highest level of quality.
- Trained clients on services and conducted product demonstrations.

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EXPERIENCE, CONTINUED

Act Conference Services, Continued

Internal Account Manager, 2007-2009

Generated new business while retaining the existing client base through effective account management.

- Managed day-to-day relationships with clients, evaluating individual client needs and developing a high value-added relationship with each buyer.
- Developed strategic sales initiatives for establishing new partners and maintaining relationships.
- Routinely tracked service implementations, account growth, and retention while also conducting regular account reviews with key contacts to ensure satisfaction levels are being met.

Senior Client Support and Sales Consultant, 2000-2007

Assessed individual customer needs and made consultative recommendations while providing the encouragement needed to complete the sale.

- Created and implemented sales and marketing strategies to optimize growth potential, bringing in over \$1 million dollars annually in revenue.
- Created and developed a new service that addressed the needs of specific clients, implementing the policies and procedures necessary for the new service launch.
- Increased company revenue through a 95 percent client retention rate.

Marketing Communications Administrator, 1999-2000

Managed all promotions while also coordinating and participating in trade shows and company events.

- Created presentations and proposals that were utilized in client consultations.
- Produced a wide range of communication materials for both internal and external distribution.
- Directly supported the Vice-President of Marketing and the entire Marketing team through active participation in marketing campaigns, special projects, and other vital departmental processes.

Support Specialist, Video Department, 1998-1999

Capably administered all processes relevant to the video department and its general management.

- Scheduled conferences, demonstrations, and trade show exhibits to showcase the company offerings.
- Developed sales presentations as well as sales materials and proposal plans to be used by the sales staff.
- Quickly responded to customer inquiries, resolving any issues or concerns.

Team Supervisor, 1997-1998

Hired, trained, and motivated a team of customer service specialists, offering daily direction and supervision.

- Implemented a cross-training program that led to enhanced customer service.
- Maintained an error rate of less than 1 percent on all incoming calls.

ADDITIONAL PROFESSIONAL EXPERIENCE

Served as a host family for students attending Colorado School of English, Denver, CO

Legal Secretary for District Attorney of Adams County, CO and various private firms.

PROFESSIONAL TRAINING AND DEVELOPMENT

Denver Metro Chamber - Coursework in Business Practices, Sales, and Marketing

Women in Business Seminar - Lifeskills

M.A.T.C.H. Sales Training and Development Program – Quadrant Learning Systems, Module 1

Quadrant Learning Systems - Sales Training

COMPUTER SKILL SET

Proficient in Microsoft Windows and Microsoft Suite including Word, Excel, and PowerPoint

Proficient in SalesForce

MORE INFORMATION ON TERESA MARTINEZ

<http://www.linkedin.com/pub/teresa-martinez/8/845/600>