

SOCIAL ENGAGE SALES

Summary

My Current role represents Komli's entire social media business across Thailand. I take Komli's social offerings to brand and performance advertisers as well the regional/local agencies. This is involve going to market with social advertising options across Facebook, Twitter and other social partnerships that Komli brings to market. It also involves demonstrating the use of Komli's technology offerings across social and how they benefit customers in the long run. I am not only be directly responsible for the team's targets, growth, retention etc. but would also be involved in delivering platform demonstrations to agencies and clients, signing long-term tech and advertising contracts, organizing and executing trainings and orientation for clients. Key success metrics are hitting the quarterly target, retaining existing clients, ensuring personal and professional growth of their direct teams, regional reporting and management

Highlights

Skills:

- Presenting and speaking
- Educating and training
- Platform and operational expertise
- Sales and marketing
- Social Media understanding
- Setting and achieving targets
- Pipeline and sales planning
- Account management and support
- Leadership
- Mentoring
- Team-work
- Business planning
- Sales
- Relationship building
- Management
- Communication
- Proactive approach
- Problem solving

Experience

Social Engage Sales 01/2015 to Current Company Name City , State

The Technical Account Manager directly manages a portfolio of clients that are using the social media ads management platform. The key metric for success is the amount of media spend in the system and other softer metrics like number of features used and success on the KPI's the client is trying to achieve from the platform. The Account Manager will play an integral role in recommending and implementing strategies for meeting client goals. This individual will drive renewals and retention. This position is responsible for customer on-boarding, implementation, account growth, technical support and account success.

Key Responsibilities: Conduct the one month orientation training sessions Provide the service levels for clients documented on the service level agreements Daily account and customer relationship management and provide technical support for all assigned clients Assist in product trainings and perform Quarterly Business reviews as needed Act as a liaison between internal teams to ensure customers' needs are being met Understand customer usage and provide best practices support to encourage that the platform is being used to the optimum Reviews client accounts and other reports to determine needs/priorities for clients and engage in regular proactive service management discussions Enhance client relationships through extensive knowledge of client's marketing goals and through personal and face-to-face interactions Identify and communicate up-sell opportunity within each account Deliver satisfied customer relationships that result in references, case studies, and renewals Get client feedback to advise on the product road map Communicate consistently with customers throughout the contract lifecycle, escalating important issues where needed

Senior Sales Manager 01/2014 to 12/2014 Company Name City , State

Vserv.mobi (Singapore limited)-Follow the process as outlined by VP (Vikas Gulati).

Weekly reports and detailed pipelines to be updated on weekly basis.

List of accounts / agencies to be managed .

Weekly Review Call-Managing Unilever , OMD and the rest of local account from regional and Thailand perspective-Follow the process outlined by VP and will do weekly pipeline to give clear status on all accounts

Need to make sure that the company revenue on track to hit brand business towards US\$200K as outlined AOP numbers .

Sales lead 08/2011 to 01/2014 Company Name City

- 1.Vserv.mobi (Singapore limited) Follow the process as outlined below by VP.
- Weekly reports and detailed pipelines to be updated on google docs on weekly basis.
- List of accounts / agencies to be managed.
- Weekly Review Call Managing Unilever , OMD and the rest of local account from regional and Thailand perspective Follow the process outlined by VP and will do weekly pipeline to give clear status on all accounts..
- Need to make sure that the company revenue on track to hit brand business towards US\$ 200K as outlined AOP numbers.
- Develop and cultivate leads for the sales pipeline Assess potential business deals, negotiate favorable terms, and gain commitment Generate sales leads through personal, professional & external networks Present, negotiate and sell Online Media's products to prospective agency and direct clients, typically pitching to executives, media planners and marketing managers Establish, develop and maintain business and social relationships with current and potential clients Participate in promotional events such as trade shows and seminars Work with other members of the regional team to anticipate and respond to a variety of business needs.

Business Development Consultant 01/2011 to 07/2011 Company Name City

- Identify & qualify new software opportunities for Oracle - Consult with C-level executives to determine their business issues & Engage with Oracle team provide the best engineered solutions.
- Cooperate with Account Managers & Partners to close projects - Create Account plans to ensure the Target achievement - Contribute to revenue generation for database license business - Build and maintain effective customer & partner relationships - Promote Oracle

technology product through events, webcasts and phone calls - Host events for Oracle Thailand Technology team.

Education

BBA : Marketing Management 2011 Assumption university City , State , Thailand Marketing Management

High School Diploma Assumption University Bangkok, Bangkok, thailand

Matt-Sci, 2006 Hadyai vittayalai school - Hadyai, Songkla, Thailand

Skills

agency, C, clients, database, Managing, marketing, networks, Oracle, sales, seminars, phone, trade shows