

# Sally W. Forth

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**Summary** Bi-lingual, goal-oriented professional with over 8 years successful experience in driving sales and delivering targeted results. Proven ability to collaborate in a team environment and identify business opportunities based on market assessments. Strengths in:

- Market Research
- Trends Analysis
- Key Process Improvement
- Technology Forecasting
- Relationship Management
- Planning New Initiatives

**Education** **St. John Fisher College**, Rochester, NY  
**School of Business**, AACSB accredited Anticipated May 2014  
**Master of Business Administration**  
GPA: 3.50

**SUNY Oswego**, Oswego, NY  
**Bachelor of Arts, Spanish Language** May 2005

## Related Experience

### Sales/Marketing

- Generated \$50,000 to \$100,000 in new revenue/month as part of a sales plan to create opportunities in untapped vertical markets.
- Provided in-depth analysis of sales results in various targeted markets to determine effectiveness of marketing plan and needed initiatives.
- Supported development of new market strategies providing growth into new market segments, while adding diversity to the client base.
- Recognized as a Top Performer in two companies, continuously exceeding sales quotas and expanding outreach to customers.

### Customer Relationship Building

- Managed major client accounts and relationships on daily basis, creating comprehensive account profiles in order to proactively predict and effectively meet customer needs.
- Recognized for ability to build strong connections among clients and colleagues through creative outreach strategies, and fluency in two languages, resulting in increased company loyalty.
- Doubled customer retention with one firm within a two year period in a volatile market through integrating corporate initiatives to implement SPAR strategies.

### Internet Consulting

- Collaborated with IT Directors, Business Owners, and Senior Managers to develop high-speed data communications solutions for their businesses.
- Created business plans to integrate VOIP phones into business network and telephony architectures.
- Utilized strong communication and analytical skills to communicate appropriate changes and goals to clients via various

**Employment** Verizon & Wireless, Inc., Rochester, NY August 2006-Present  
• Business to Business Inside Sales Representative (June 2007 – Present)  
• Customer Retention Analyst (August 2006-May 2007)  
The Sutherland Group, Rochester NY, Internet Consultant May 2005-July 2006

**Computer** MS Office, Quark, Oracle CRM database, FrontPage, Dreamweaver