

# Alexis Ruiz

## Channel Account Manager

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Channel account manager with six years of experience in building reseller and distributor networks for enterprise software. Skilled at partner enablement, incentive design, and co-marketing campaigns. Expanded partner revenue by 50% in two years.

### Key Skills

- Partner enablement
- Co-marketing
- Partner business reviews
- Incentive program design
- ROI analysis

### Professional Experience

CHANNEL ACCOUNT MANAGER | SOFTVISION, DENVER, CO  
SEPTEMBER 2017 – PRESENT

- Manage 40 channel partners, generating \$15 M ARR
- Design incentive programs that increased partner-sourced deals by 60%
- Coordinate joint marketing campaigns, achieving a 3:1 ROI

PARTNER SALES SPECIALIST | SOFTVISION, DENVER, CO  
JULY 2015 – AUGUST 2017

- Onboarded 20 new resellers with full training programs
- Developed co-branded collateral, increasing lead generation by 35%
- Implemented quarterly partner business reviews to track performance

### Education

Bachelor of Science in Marketing | University of Colorado Denver  
Denver, CO | May 2015

### Certifications

- Channel Management Professional (CMP), Association of Strategic Alliance Professionals, May 2016