

Carl Bailey

National Account Manager

(123) 456-7890 · Atlanta, GA · email@example.com · LinkedIn | Portfolio

Results-oriented national account manager with seven years overseeing key retailer partnerships across multiple regions. Expert in contract negotiations, channel strategy, and sales forecasting. Recognized for driving a 40% lift in annual revenues through strategic engagement plans.

Key Skills

- Channel and contract negotiation
- Cross-functional leadership
- Retail compliance
- National P&L management
- Sales forecasting

Professional Experience

National Account Manager | RetailCo | Atlanta, GA
January 2018 – Present

- Managed national P&L for a \$50 M portfolio, delivering 12% YOY growth
- Negotiated master service agreements with three major chains, securing 5-year commitments
- Directed cross-functional teams to launch new product lines, achieving 90% on-shelf compliance

Regional Sales Manager | RetailCo | Atlanta, GA
June 2015 – December 2017

- Oversaw sales operations in the Southeast, exceeding targets by 25%
- Developed training programs that reduced onboarding time by 30%
- Built relationships with 200+ store directors to drive promotional success

Education

Bachelor of Business Administration | Georgia State University | Atlanta, GA
May 2015

Certifications

- Certified Professional Sales Leader (CPSL), Sales Management Association, June 2019