

Marie Zitver

Account Executive

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Professional summary

Experienced Sales Professional with over 15 years experience, excelling in customer retention, market penetration, and territory management. Demonstrates strong proficiency in CRM, networking, and customer service, leveraging these skills, in combination with strong interpersonal skills and a customer centric approach to drive business growth and foster long-term relationships. Committed to employing innovative strategies and collaborative efforts to contribute to the company's future success.

Employment history

Rental / Lease Sales Executive, Sep 2023 - Dec 2023

Kenworth of Florida / CSM Companies, Florida

- Managed operations across 4 locations, ensuring smooth workflow and high efficiency.
- Introduced and promoted new rental and lease options, boosting customer interest.
- Collaborated with VP to develop policies, enhancing operational efficiency.
- Built and managed external relationships, identifying new business opportunities.
- Designed key system organization processes, preventing key loss/misplacement.

Regional Sales Manager, Jan 2023 - Jun 2023

Orange EV, Florida

- Managed sales territory in Florida & SE Georgia.
- Educated prospects on EV vs. diesel terminal tractors.
- Conducted needs analysis and total cost of ownership assessments, highlighting ROI benefits for potential clients.
- Evaluated facilities for electrical capacity, ensuring compatibility with yard dogs.
- Developed and executed sales strategies, resulting in measurable business growth.

Regional Sales Manager, Sep 2022 - Dec 2022

Merchants Fleet, Florida

- Open, national territory, promoting the rental product line to expand market reach.
- Built and nurtured client relationships.
- Managed complete sales cycle from prospecting to closing, ensuring smooth transitions.
- Rented class 2-8 pickup trucks, meeting diverse client needs and boosting revenue.
- Leveraged MS Teams and in-person presentations to enhance client engagement, adapting communication strategies for diverse audience needs.

Enterprise Lead Generation Specialist, Feb 2022 - Jul 2022

Azuga, Inc., A Bridgestone Company, Florida

- Managed 11-state territory, generating leads through cold calls and emails, setting up sales meetings.
- Coordinated calls with prospects and sales managers to close the sale.
- Ensured data accuracy in Salesforce and Outreach.
- Pre-qualified prospects, arranged appointments for field sales, contributing to sales pipeline growth.

Skills

Account Management, Adaptability, Pipeline Management, Full Sales Process, Consultative Selling, Market Penetration, Customer Needs Assessment, Interpersonal Skills, Market Analysis, Territory Management, Content Creation, Strategic Thinking, Problem Solving, Critical Thinking, Customer Service, Customer Experience, Customer Advocacy, Customer Success, Customer Satisfaction, Customer Retention, Customer Centricity, Cross-Selling, Ability to Thrive in Fast Pace Environments, Presentation Skills, Sales Forecasting, Lead Generation, Cold Calling, Prospecting, Relationship Building, Lead Management, Lead Qualification, Lead Conversion, Upselling.

National Vehicle Sales Manager, Feb 2021 - Aug 2021

Corcentric, Inc., Florida

- Led sales for Great Lakes region, managing 5 states and boosting sales performance.
- Oversaw used truck sales and fleet acquisition, achieving measurable growth.
- Assessed and inspected prospective units, negotiating deals and securing storage facilities nationwide.
- Delivered re-marketing services, aiding companies in selling trucks efficiently.

Rental Account Manager, May 2016 - Feb 2021

Ryder, Inc., Florida

- Led a top-performing sales territory, surpassing quotas of \$1M rental and \$400K lease revenue. Managed 500+ accounts, driving growth through acquisitions and retention.
- Spearheaded impactful social media marketing initiatives, gaining recognition from company leadership for driving customer engagement and brand visibility and was used as an example for sales training across all product lines nationwide.
- Fostered team synergy, mentoring a continuously changing 5 person team to achieve significant deals, establish major fleet growth and top revenue-generating locations across the territory, while assisting with their development and career path within the company.
- Strategically expanded market presence through new customer acquisitions and existing business growth, consistently surpassing rental and lease revenue targets.
- Conducted location financial audits, recovering over \$80K in lost revenue and rectified discrepancies, enhancing overall financial accuracy and performance.
- Organized and managed non-profit participation events for the Central Florida team, boosting community engagement and brand reputation.

Organizing Sales Blitzes,
Negotiation,
Social Media Marketing,
Experience with Multiple
CRM Platforms ,
Data Entry,
Networking,
Team Collaboration,
Mentorship,
Team Management and
Leadership ,
Tech Savvy,
Event Planning &
Management ,
Photography ,
Photo Editing ,
Vendor Management,
Competitor Research,
Prospect Research ,
Email Marketing.

Links

LinkedIn: www.linkedin.

Licenses

Florida Real Estate License — Licensed Realtor, 2015-2017

Education

Aug 2008 - May 2011

St. Petersburg College, St. Petersburg, FL

Jan 2004 - May 2004

Pima Community College, Tucson, AZ

Aug 2002 - Dec 2003

Santa Fe College, Gainesville, FL

Aug 1997 - May 2024

Continental Academy, Florida

High School Diploma