

Nicole A. Kosiewicz

33 Chestnut Dr  
San Francisco, CA 94116

Cell: 415-789-7147  
Email: [nicolekoz23@gmail.com](mailto:nicolekoz23@gmail.com)

## ACCOUNT EXECUTIVE

*10+ years of experience in positions of increasing responsibility within the automotive industry. Proven ability to build lucrative client relationships and bring increased profitability to employers. Skilled in developing and executing a wide range of multi-faceted projects so that they are completed on time and to clients' expectations*

**Relationship Building** Excellent interpersonal and face-to-face presentation skills. Able to build productive long term relationships by servicing customers and becoming a trusted advisor. Experience training customer employees on web marketing techniques.

**Consultative Selling** A sales professional who is constantly and consistently above quotas and a multi-year sales contest winner. Able to manage larger ticket complex sales by advising clients on their marketing and branding opportunities and successful traffic building programs.

**Entrepreneurial Business Development** Experience translating a business opportunity into a successful operation from business plan to systems and infrastructure, launch and growth through product introductions and disciplined prospecting and cold calling.

**Web Advertising/E-Commerce** Extensive experience consulting to users on web advertising, web based marketing programs and branding. Particular expertise in developing behavioral marketing programs and using CRM techniques to take advantage of demographic and psychographic information.

**Professional Profile** Very high energy and hardworking with a balance of practical experience and innovative problem solving. Successful in both large companies and small entrepreneurial environments.

## SELECTED ACCOMPLISHMENTS

- **Sales Performance** Consistently recognized by CEO, as the primary driver of their sales success producing over \$1.4 million in one year, with excellent client satisfaction and retention rates.
- **Driving Revenue Growth** Expanded revenue growth in 3 territories by 257% while maintaining a 98% retention rate in the client base.
- **Customer Service** Built relationships and improved servicing for accounts and maintained less than a 2% attrition rate.
- **Product Launch** Designed and implemented new product that replicated newspaper display advertising on the Web. In 2 years, attracted over 150 dealers to the product, generating \$4.5M per year in advertising revenue.
- **Major Account Development** Assumed responsibility for undeveloped dealerships and transformed the them into a profit center by more than tripling e-commerce sales for the dealers which significantly improved its sales performance through internet marketing.

## **PROFESSIONAL EXPERIENCE**

### **Carsdirect.com**

**2000-present**

Responsible for building and maintaining relationships with Owners, General Managers, and Internet Managers; training for dealers; working with account manager on technical changes to accounts; managing accounts and new sales for region; up-selling current customers; improving customer retention.

### **Bay Area News Group**

**1998-2000**

Sold advertising campaigns directly to General Managers of auto dealerships within an assigned territory and trained clients on the use of the back end tracking tools for cars.com.

## **EDUCATION**

Bachelor's of Arts in Business Administration, University of Arizona, Tucson

## **OUTSIDE INTERESTS**

Enjoy outdoor activities including hiking, volleyball and scuba diving as well as family and fitness