Aidan Macqueen

Strategic Account Manager

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Charlotte, NC

Strategic Account Manager with over 7 years of experience in driving business growth through strategic client management. Proven track record of exceeding revenue targets and fostering long-term relationships with key clients. Skilled in negotiation, strategic planning, and leveraging technology to deliver tailored solutions.

Experience

March 2021 - Now

Strategic Account Manager

Tech Solutions Inc. / Charlotte, NC

- Utilize Salesforce CRM to track client interactions and identify opportunities for upselling and cross-selling.
- Conduct regular business reviews with clients to assess performance, identify areas for improvement, and align strategies with client goals.
- Collaborate with internal teams such as sales, marketing, and product development to ensure alignment of strategies and resources to meet client needs and objectives.
- Increased annual revenue by 20% through strategic initiatives and expansion of key client relationships.

May 2017 - February 2021

Account Executive

Tech Innovations LLC / Greensboro, NC

- Exceeded sales targets by 25% through effective management of Fortune 500 client accounts.
- Implemented a new sales strategy resulting in a 30% increase in client engagement and retention.
- Leveraged Microsoft Dynamics CRM to streamline sales processes and improve data accuracy.

May 2014 - April 2017

Sales Coordinator

Tech Innovations LLC / Greensboro, NC

- Prepared sales documents with precision, aiding in streamlined processes and client satisfaction.
- Managed schedules and travel arrangements for sales reps, optimizing client engagement.

Education

Bachelor's Degree in Business Administration

2010 - 2014

University of North Carolina at Greensboro

United States

Skills

Skill	Level
Relationship Building	●●●●●
Strategic Planning	●●●●●
Negotiation	●●●●●
Sales	●●●●●
Business Development	●●●●●
Customer Service	●●●●●
Presentation Skills	●●●●●
Product Knowledge	●●●●●
Data Analysis	●●●●●
Market Analysis	●●●●●