

SARAH TAYLOR

Tampa, FL | info@greatresumesfast.com | (800) 991 5187 | linkedin.com/in/greatresumesfast

CAREER SUMMARY

Proactive and hands-on account manager with a passion for cultivating strong business relationships that maximize revenue and expand brand awareness. Drive customer and partner satisfaction through consistent communication, transparency, and engagement. Collaborate across functions and industries to align business objectives and identify new growth avenues. Excel in fast-paced and client-facing roles requiring consummate organization and attention to detail. Translate customer business model and brand image into highly effective campaigns and marketing materials.

Selected Achievements:

- **Increased revenue by 30% and membership by 20% in less than two years for FL media company.**
- **Managed \$5M portfolio with 300+ accounts, including Amalie Arena, Centre Club, and Tampa Convention Center.**
- **Shaped new business strategy during COVID-19 shutdown focusing on subscription and delivery services.**

AREAS OF EXPERTISE

Account Management | Sales Strategy | Relationship Management | Client Services | Strategic Partnerships
Marketing Strategy | Communications | Networking | Data Analytics | Education & Training | Customer Satisfaction
Negotiations | Process Improvement | Point of Sale (POS) | Media Relations | Public Speaking | Presentations

PROFESSIONAL EXPERIENCE

PREMIER | Tampa, FL

Private network that connects and supports women business leaders.

Membership Sales Manager | 2021 – Present

Drive membership enrollment and engagement to build high-profile network of C-suite and VP women executives. Develop sales organization infrastructure and optimize sales funnel. Train and manage sales team to surpass goals and deliver outstanding customer service. Identify and cultivate relationships with highly qualified leads in every industry.

SENDOSO | Tampa, FL

Experiential discovery platform connecting Tampa residents with the city's most exciting events and promotions.

Account Manager | 2018 – 2021

Own and manage entire company portfolio of 300+ accounts with \$5M in revenue per year. Cultivate relationships with key strategic entertainment and service partners, including Amalie Arena, Centre Club, and Tampa Convention Center. Leverage digital and social media analytics to optimize communications. Coordinate and deliver onboarding training programs for employees and customers. Work across functions to analyze consumer expectations and improve business processes.

- **Helped grow revenue by 30% YoY** by improving marketing processes, streamlining and optimizing operations, engaging customers, and enabling partners.
- **Retained 85% of accounts who expressed desire to leave** by demonstrating service value through data analytics and by reinforcing interpersonal relationships.
- **Increased membership by 20% in under two years** by leveraging social media, web, and email communications channels to expand program awareness among current and past customers.
- **Maximized revenue during COVID-19** shutdown by pivoting partnership strategy to focus on subscription services and e-commerce companies that offered services and products that could be enjoyed at home.
- **Brought in \$350K+ in revenue** from single hospitality partner by collaborating with sales team to source lead; cultivated long-term business relationship that led to additional revenue opportunities.

PROFESSIONAL EXPERIENCE

BENZ MODEL MANAGEMENT LLC | Tampa, FL

Boutique modeling and talent agency with a focus on personalized branding.

Partnership Manager | 2017 – 2018

Designed and built comprehensive database platform to organize vendor and partner information. Collaborated with photographers, stylists, creative agencies, and social media teams to align goals, coordinate events, and streamline communications. Reported to CEO and delivered C-level presentations to internal teams and stakeholders.

- **Realigned holiday gift strategy** to offer high-priority clients and strategic partnerships thoughtful and personalized gifts in recognition of their contribution.

DIAMOND INTERNATIONAL | Tampa, FL

Publicly traded, full-service talent agency with \$75M in annual revenue.

Portfolio Manager | 2015 – 2017

Managed and grew \$600K+ portfolio with key account holders such as Coach, Lord & Taylor, and Tiffany & Co. Developed and implemented individualized brand strategies for commercial models. Identified and onboarded modeling talent and negotiated partnership agreements. Researched and analyzed market trends to ensure mutually beneficial contractual terms. Recruited, hired, and trained new employees and interns. Analyzed account performance and offered consistent, personalized attention to high-value retail partners.

- **Increased company-wide revenue 15%** by conceptualizing new brand strategy that offered customers a uniform brand image across business verticals.
- **Managed account with top retail partner Target**; identified talent that met their needs and connected models with Target creative teams while offering consistent communication and service.
- **Secured rare long-term modeling contract** with luxury athleisure brand by building trustful relationship with client and demonstrating high demand for services offered.

Director's Assistant | 2014 – 2015

Liaised and built relationships with customers, vendors, and partners around the globe. Researched existing and potential brands to identify and cultivate new leads. Promoted contractor partners through web and social media communications platforms. Created presentations for board of directors and generated KPI reports.

- **Streamlined model onboarding process** by creating innovative model-acquisition system to track contracts, visas, hiring, and portfolios.

EDUCATION | CREDENTIALS

Bachelor of Arts in Communication, Minor in Psychology | University of Florida

Lean Six Sigma Yellow Belt Certification