

# 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

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

