



# Borson Colby

## Account Executive, Tournament Coordinator

### Summary

My name is Colby Borson. I'm 32 years old and looking forward to take a position of Account Executive, Tournament Coordinator in your company. I'm certified in Must possess an InterProvincial Red Seal Certificate. With over 9 years of experience in Excellent verbal and written presentation skills and Broad knowledge of different marketing channels (on and offline). Demonstrate a strong and enthusiastic work ethic.

### Expirience

#### Account Executive, Tournament Coordinator 4th Harphofireve Wholesale , Salvisa, PA

2018 to Present

- Serve as an advisor to the DSM and help make informed decisions on key issues surrounding digital marketing objectives
- Manage complete and complex sales-cycles presenting the value of our full suite of applications
- Assist in the identification, definition and prioritization of client needs and work flow
- Collaborates on and executes day-to-day client project work and produce quality client deliverables
- Provides major account support and site visits to enterprise and strategic customers and partners
- Valid driver's license in state of employment; driving record must meet insurance liability

#### Facility Management Account Executive Deweyville Goods , Escalon, CA

2017 – 2018

- Proven success in solution sales environment, preferably software and/or services focused
- Identifying the leads of target market through referrals and national association relationships
- Attend industry conferences to locate business opportunities and enhance SGS brand awareness
- Monitors estimates, quotes and invoices to ensure budget requirements are maintained
- Prospecting – Has the ability to build and execute on prospecting cadences that involve multiple messages and channels

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Stockertown, PA 63272

📞 318-881-7635

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in borson-colby-3232101

### Skills

- Excellent verbal and written presentation skills
- Broad knowledge of different marketing channels (on and offline)
- Coaching and counseling skills
- Familiarity with HTML and graphic formats
- PC skills including Word, Excel and PowerPoint are essential
- Demonstrate a strong and enthusiastic work ethic

### Reference

#### Daley Arlena

Head of Sales  
4th Harphofireve Wholesale

📞 608-795-9919

✉ a.daley@salesjobsearches.com

#### Oschmann Dorathy

Head of Sales  
Deweyville Goods

📞 941-544-2512

✉ d.oschmann@salesjobsearches.com

**Senior Account Executive, Events**  
Greenbush Goods , Garrison, NY

2016 – 2017

- Develop alternatives with production manager/ creative team/merchants when events/direction change midstream
- Work with title sponsor to ensure brand messaging is implemented through the event
- Develop presentations to corporations and agencies designed to sell marketing solutions
- Prepares and presents professional sales proposals and presentations that align with client business goals and objectives
- Work as a team member with multiple internal and external stakeholders

**Account Executive, Contract Sales**  
Pelletiu Wholesale , Witts Springs, AR

2013 – 2016

- Drive strategies to move customers through the relationship lifecycle to capture the highest share of customer lifetime value
- Attend review meetings ensuring claims and billing issues are addressed and resolved
- Partner with publisher custom content studio teams to help drive creative “native” content sales solutions for advertisers
- Proven ability to manage needs and concerns of multiple stakeholders across various business systems

**Senior Account Executive, Digital Ad Sales**  
Croskey Exports Unlimited , Somerdale, OH

2010 – 2013

- Set priorities, focus on details and motivate internal and external teams to deliver agreed-upon goals
- Captures and utilizes ongoing customer information and competitor intelligence using available technology
- Consistently meet and exceed individual quarterly Key Performance Indicators, demonstrating a focused sales effort
- Communicate with clients on needs analysis, delivering proposals/campaigns and conflict resolution

**Education**

**Degree in Sales specialisation**  
University of Rock Point, AZ

2006 – 2010