|  |  |
| --- | --- |
| Steve Ulrich | [steveulrich2@gmail.com](mailto:steveulrich2@gmail.com) • (818) 625-5508  [Portfolio](file:///C:/Users/HP/Downloads/accountmanagementplus.com) • [LinkedIn](https://www.linkedin.com/in/therealsteveulrich/) • Moorpark, CA 93021 |

Senior-level Account Management

**Performance-driven, highly dedicated professional with substantial experience in enabling business potential through high-profile account management, team oversight, and strategic implementation across fast-paced environments.**

Proven success in cultivating and maintaining strong relationships to drive client retention, satisfaction, and revenue generation. Well-versed in enhancing operational efficiency and business profitability by initiating effective strategies, plans, campaigns, and projects /programs. Possess exceptional interpersonal and communication skills, fostering collaboration; adept at identifying and capitalizing on opportunities along with creating effective solutions. Instrumental in developing, guiding, and motivating diverse teams to enhance professional and organizational development. Established track record of consistently exceeding targets and increasing revenue; committed to delivering unparalleled client satisfaction.

Areas of Expertise

|  |  |  |
| --- | --- | --- |
| * Account & Sales Management * Strategy Creation & Execution * Profit & Revenue Generation | * Standard Operating Procedures (SOPs) * Continuous Process Improvement * Cost Reduction & Control | * Team Training & Mentorship * Customer Service Management * Stakeholder Engagement |

Career Experience

lilikoi agency – Simi Valley, CA 2020 – 2023

Director/Account Manager

Management of key account functions, including, creating, formulating, and executing of value-added email campaigns, including SOP for the process. Customized services and offerings to maximize customer satisfaction by employing data-driven insights to comprehend customer requirements and preferences. Drove major improvements in quality constraints and operational efficiencies through effective data management and strong cross-functional collaboration. Directed development and incorporation of strategies to drive sales and profitability. Provided oversight to cross-functional teams to analyze market data, identify customer trends, and provide actionable insights to positively impact various campaigns.

Key Achievements

* Delivered results of historic proportions by generating outstanding outcomes, cultivating a high-performance team, and amplifying client engagement while executing strategic initiatives at Leads Xclusive and Rocket Leads for Lilikoi agency.
* Revamped paid social programs to incorporate compelling "sales" language, fostering cohesion among the paid social, paid search, and creative teams for consistent and impactful marketing.
* Accumulated $100K in monthly revenue for clientele by designing and establishing SOPs, developing team, and ensuring optimum usage of creative resources.
* Bolstered customer retention, enhanced client satisfaction, and strengthened customer relationships by strategizing and implementing robust strategies.
* Streamlined SOPs to optimize operations and drive notable savings in time, money, and resources.

Ovation Medical – Westlake Village, CA 2019 – 2020

National Accounts Director

Nurtured and expanded national accounts as the focal point of Ovation Medical, a manufacturer renowned for orthopedic braces, walker boots, and upper/lower extremity splints. Maximized digital tools and technology usage to maintain seamless communication, ensuring prompt and efficient fulfillment of client-specific requirements. Spearheaded account management for high-income portfolios and interpreted sales figures and market indicators to pinpoint growth opportunities. Provided team oversight to ensure business development and profitability.

Key Accomplishments

* Navigated $800K revenue accounts via remote control during the pandemic; showcasing a strong foundation in product familiarity and maintaining client portfolios.
* Generated an additional $10K in monthly revenue by leading the closure of inaccessible company accounts.

NVA Pet-resorts – Westlake, CA 2017 – 2019

Team Lead

Established and cultivated a comprehensive customer service team to address diverse customer engagements, encompassing online, telephonic, and on-site interactions. Drove team growth and confidence with educational resources, instilling an environment of distinction and prioritizing client satisfaction. Fostered close collaboration with colleagues to provide measurable insights to benefit operational efficiency. Instituted stringent quality control measures to uphold set principles, regulatory standards, and best practices. Ensured precision in documentation, securing compliance with internal policies and regulations.

Key Accomplishments

* Generated monthly revenue worth $50K by forming a high-performing team and integrating SOPs as well as attracting colleagues to contribute to team performance.
* Bolstered customer satisfaction, retention, and business outcomes through outstanding team oversight while maintaining all-time compliance with company vision.
* Enhanced total customer service experience and NVA-Pet Resorts outcomes by implementing effective training techniques and exerting effective leadership.
* Pioneered comprehensive training procedures, evolved curriculum, established SOPs, and devised call protocols.

Talon International – Los Angeles, CA 2014 – 2017

Inside Sales Manager

Championed both formulation and execution of wide-ranging marketing and sales support plans, yielding augmented participation and income. Capitalized on profitable sales opportunities by cultivating an integrated workspace, promoting sales, marketing, and operations to collaboratively strive for shared objectives. Supported the creation and execution of strategic plans to boost inside sales. Engaged in comprehensive market research and analysis to unearth sales opportunities. Streamlined processes and workflows by pinpointing inefficiencies and applying optimized solutions.

Key Accomplishments

* Unified global sales team into one entity, directing comprehensive customer engagement strategies while ensuring alignment of Global Outside Sales Force.
* Boosted client acquisition and retention by securing updated knowledge regarding targeted customers and customizing marketing and sales efforts.
* Employed sales enablement techniques to craft tailored marketing campaigns, focusing on acquiring potential customers for portfolio expansion.
* Boosted overall revenue, reinforced customer relationships, and enhanced sales performance via key achievements.

Education

Business Admin Associates

Los Angeles Pierce College – Los Angeles, CA

Certifications

[Google Search](https://api.accredible.com/v1/frontend/credential_website_embed_image/certificate/67216765) & [Google Display](https://skillshop.credential.net/2be01665-3bc9-49f4-8766-6cb190077872) – Google AdSense (2024)

[SEO Certified](https://app.hubspot.com/academy/achievements/zbfgyn5p/en/1/steve-ulrich/seo) & [SEO II Certified](https://app.hubspot.com/academy/achievements/m73g2xqy/en/1/steve-ulrich/seo-ii) (HubSpot Academy)

[Streamlining Your Work with Chat GPT & Bing Chat](https://www.linkedin.com/learning/certificates/8cfaf9b564887bd4417787c5d58ba07221ada8607ad32438c2294f30dcddabaa) (LinkedIn Learning)

[Key Account Management](https://www.linkedin.com/learning/certificates/de9511934118d65924349f8fe1bbba47b7eca4207326339a6750e4bffd4cec1b) (LinkedIn Learning)

[Account Management: Maintaining Relationships](https://www.linkedin.com/learning/certificates/47b08fcfe8ecf9f01b07462a8428de739135cc7b9269b0f59bbc8daf967e993d) (LinkedIn Learning)

[Dealing with Inbound Sales Leads](https://www.linkedin.com/learning/certificates/a5aa8a08b0f6bedceca8ff549f359a951f6d379bc1a65af91c37db122461bd14) (LinkedIn Learning)

[Improving Your Thinking](https://www.linkedin.com/learning/certificates/4a6faebc73503399433ba0ecf9c3939d8683ae1456039ad49d03ea7c58d85295) (LinkedIn Learning)

Professional Development

Mastering Project Management, Villanova University (Online) (2013)