

ELIZABETH DECKER

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Sales and Marketing Specialist Positions

Dear Hiring Manager,

With great enthusiasm, I submit my resume for a Sales and Marketing position. The 12+ years of experience as an executive account manager and senior marketing manager with Ethicon Endo-Surgery aligns well with the responsibilities for this position. My drive, organization, leadership skills, and goal-focused work ethic propel my commitment to achieving sales targets through providing clinical support and consultative selling. In addition, my management and interpersonal experience within the operating room would be an asset to this position.

My prior sales successes incorporate customer-centric account management, professional education faculty development, penetration and conversion of competitive accounts, and extensive inter-operative sales. With considerable experience in large academic accounts, I develop relationships with residents, faculty physicians, and operating room staff to introduce new products and align myself as an asset to the operating room team. Leveraging training opportunities for residents, along with developing nationally recognized opinion leaders, I extend product growth from a territory level to a national level. I consider my customer relationship-building skills the key to my sales target successes, allowing me to navigate and penetrate complex multi-layered accounts.

Expertise in strategic market adoption campaigns, patient awareness marketing, and growth strategy implementation to successfully achieve annual goals makes me an asset for managing large territories. In addition, my time management, organization, and strategic planning proficiencies ensure that I will always deliver the highest level of customer service while exceeding sales forecasts.

The gap in my work history is due to a career break to attend to the needs of my children. While I was focused on raising my children, I chose to direct my additional energies toward management, growth, and marketing on a community level. From serving in a leadership role in a private organization to creating and building a nationally recognized competitive program, I further developed my interpersonal, organizational, and management skills.

Most recently, I have enhanced my marketing expertise while working for GT Medical Technologies. In this role, I have developed and executed physician education programs, implemented market adoption strategies, and focused on patient awareness campaigns.

Given my extensive experience with sales and marketing at Ethicon Endo-Surgery and GT Medical Technologies, a Sales and Marketing Specialist position aligns with my professional goals. I look forward to discussing my experience in the medical industry and providing additional insight into why I would be an exceptional candidate.

Sincerely,

Elizabeth M. Decker