

LINDA A. RINALDI

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QUALIFICATIONS

Highly motivated, customer focused professional with extensive experience in key client development and retention. Skilled in creating and growing solid customer relationships, needs analysis, and account activity tracking.

EXPERIENCE

EXPERIAN CORP 1998-2007

Account Manager – Costa Mesa / Sacramento, CA

2002-2007

Primary customer contact for the nation's largest collector and provider of real estate focused public record data. Industries serviced: Lending, Title, Investor and Government. Territory – AL, LA, MS, OK, TX

- Developed comprehensive account plan for designated key accounts that included account set up and on-going customer support and training on data, software, and custom solutions resulting in the discovery of major up-sell opportunities.
- Supervised and analyzed account activity and delinquent reports at account level resulting in fewer billing and payment errors and shortened delinquent cycle.
- Created client tracking system that allowed sales team to analyze ongoing customer revenue and usage.
- Increased revenue retention by enhancing and aggressively pursuing integrated customer relationships resulting in decreased customer cancellation requests.
- Presented comprehensive seminar to nationwide sales team on building client relationships.
- Identified and pursued new sales opportunities as well as current customer up-sell potential resulting in significant new and add-on business for region and award for Top Territory Growth for 2004.

Account Associate/Trainer – Sacramento, CA

1998-2002

Partnered with 7 sales representatives to provide pre and post sales customer service, training, and add-on sales to real estate-related companies. Territory – Southern California

- Facilitated seminar training using presentation and training skills to all levels of users for real property database software resulting in an expansion of customer product usage.
- Provided on-site training and software installation support to key account customers.
- Developed and improved on-site and web-based training programs for newly launched product that resulted in 96% customer retention.
- Coordinated and conducted sales seminar introducing new product line to additional market segments.

CANON, INC

1995-1998

Customer Service Representative – Sacramento, CA

Provided end-user pre and post sales support for computer peripheral products.

- Resolved technical issues for printers, scanners, and mobile computing units resulting in increased customer satisfaction.
- Educated customers on computer related products using extensive product and industry knowledge to create a more knowledgeable client base.
- Generated accessory sales to end-users achieving monthly sales averages of 133% of target.

PC SKILLS

Microsoft Word, Excel, Outlook, PowerPoint, Publisher

EDUCATION

Bachelors of Arts in Design

University of California at Santa Barbara

Account Management - Consulting - Training / Presenting

Over 16 years of successful sales and account management experience practiced in transforming customer relations to that of valued business partner. Expert in consultative selling and translating technical solutions into compelling business opportunities. Adept trainer and presenter with talent for articulating message development and delivery to increase customer satisfaction and raise skill sets of team members. Proficient in Windows OS and MS Office. Familiar with Adobe Acrobat, Photoshop, web design programs, search engine optimization (SEO), and search engine marketing (SEM). Available for travel and relocation. *Additional areas of expertise include:*

- Key Account Management & Retention
 - Needs Assessment & Solution Selling
 - Communicating, Presenting, & Training
 - Training Program Design & Development
 - Technology Support & Implementation
 - Customer Relationship Management
 - Process & Performance Improvement
 - Analytical & Conceptual Problem Solving
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SIGNIFICANT PROFESSIONAL ACCOMPLISHMENTS

- ◆ **Boosted customer retention to 96% through the creation of comprehensive on-site and web-based training programs** for Experian's newly launched products.
 - ◆ **Consistently achieved monthly sales averages of 133% of target for Canon Inc.** by using strong sales skills to generate additional Accessory sales revenue.
 - ◆ **Awarded "Top Territory Growth" from Experian Corp.** Aggressively identified and pursued new business and up-sell opportunities, significantly increasing sales for Eastern region.
 - ◆ **Reduced pre-production errors by 74% for Ford Motor Company's regional advertising campaigns** while serving as account coordinator for FCB-Ulka.
 - ◆ **Spearheaded national online training program for end-users** of Experian database solutions that led to development of company's first centralized training department.
 - ◆ **Increased viewer awareness of summer programming for Turner Classic Movies** by facilitating the development of national ad campaign as junior account executive for The Miller Group.
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EXPERIENCE AND SELECTED ACHIEVEMENTS

EXPERIAN CORP - Costa Mesa / Sacramento, CA

1998 to 2007

Global provider of business information with over \$9.1 billion in annual revenue.

ACCOUNT MANAGER (2002 - 2007)

ACCOUNT ASSOCIATE / TRAINER (1998 - 2002)

Managed key accounts with high-revenue corporate customers in vertical markets comprising title companies, mortgage lenders, appraisers, investors, real estate agents, marketing firms, specialty insurers, and government entities. Personally consulted with customers to identify current and future needs, and formulate appropriate solutions that improve usage and revenue. As account associate and trainer, installed new software solutions on customer networks, and coordinated on-site product and technology training for customers in assigned territory.

Résumé Continued ...

Selected Achievements:

- Worked collaboratively with major client to introduce data solution for direct mail campaigns; grew account revenue from \$20,000 per year to \$500,000 per year within 3 years.
- Prepared and presented training seminar “Customer Mining” to nationwide sales force to improve lead generation activities and increase overall sales revenue.
- Continuously exceeded quarterly sales quotas by 110% for 7 of 8 quarters in 2003 and 2004.
- Developed and implemented direct mail program that increased customers’ participation in monthly training seminars by 200%.
- Created client tracking system that allowed account management team to analyze customer revenue and product usage — adopted by account managers nationwide as best practice.
- Instrumental in developing company’s first formal account management role that was later adopted company-wide. Promoted to account manager in 2002.

CANON, INC – West Sacramento, CA

1995 to 1998*Global company; premier providers of products for home and office with \$6.8 billion in annual revenue.***CUSTOMER SERVICE REPRESENTATIVE**

Interpreted, evaluated, and resolved telephone inquiries pertaining to hardware and software applications for computer peripheral products. Documented and tracked status of customer telephone inquiries, coordinated appropriate responses and followed up to ensure customer satisfaction. Successfully marketed and sold additional products to end-users.

Selected Achievements:

- Recognized for leadership in sales and customer service. Achieved 133% of sales quota in 1997. Ranked in top 2 of 20 customer service representatives.
- Empowered new employees by providing training and support in product knowledge, market segments and company protocols, which increased productivity considerably.

EARLY CAREER

Held positions involving account management for The Miller Group and FCB-Ulka. Coordinated advertising campaigns for Turner Classic Movies, CA Movie Production Co., Los Angeles Olympic Committee, San Jose Tech Museum, and Ford Corporation.

EDUCATION AND PROFESSIONAL DEVELOPMENT

UNIVERSITY OF CALIFORNIA AT SANTA BARBARA

Bachelor of Arts, Design

SACRAMENTO CITY COLLEGE

Certificate in Interior Design

ENTREPRENEURSHIP INSTITUTE, Columbus, OH

Success under a Microscope: An In-depth Look at Entrepreneurship; The Business Plan: Your Roadmap to Success; Using the Internet to Research Your Business Plan; Financing a New Venture; Networking for Results; Entrepreneurship Training Lab: Personal Empowerment and Leadership for Emerging Entrepreneurs