

Dynamic sales professional with 5+ years working in consumer product, Finance and SAAS (B2B & B2C). History of building new territories, establishing and cultivating relationships to secure business commitments. Excellent communicator, with aptitude for identifying critical drivers and structuring solutions to gain revenue. Currently the Emerging Business Lead for BIC, dealing with online retailers such as Amazon and Catch Group. I am pursuing a Business Development role with a Tier-1 Tech Company.

Work History

2019-01 -
Current

Account Manager

BIC, Melbourne, Victoria

Responsibilities:

- Managed top 20 Key Accounts with a book of business worth \$3 Million
- Weekly, monthly sales dashboard reporting to align functions across the business
- Travel nationally for account presentations, product demos
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities

Key Achievements:

- Planned lead generation sprint to resulting in a 80% increase of leads through a eco "Product as Service" initiative
- Committee leader for APAC group Australian Packaging Committee

2017-07 -
2019-01

Territory Sales Representative

BIC, Melbourne, VIC/TAS

Responsibilities:

- Drive execution of agreed and over and above national, state and local promotional opportunities for Metcash account across VIC and TAS
- Expanded product distribution by adding more than 100 new distribution points in region, including convenience stores, distributors, retail supermarkets
- Merchandise and be category captains in core business categories

Michael Tsakirellis

Personal Info

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Skills

Business development

Data collection and analysis

Forecasting abilities

Self-motivated

Lead prospecting

Cold calling skills

Sales reporting

Networking skills

CRM systems

Interpersonal skills

Network development

- Serviced 500 customer accounts every 6 months while devoting significant energy to prospecting new leads

Key Acheivments:

- Drove Sales to increase VIC/TAS sales by 67% in Shaver Category and achieved 110% of the financial KPI for the last 4 consecutive quarters

2016-09 -
2017-05

Merchant Sales Consultant

ANZ, Docklands, Melbourne, Victoria

Responsibilities:

- Responsible for providing prospective merchants with product recommendations, determining suitable pricing structure and signing up new profitable acquiring business through converting opportunities received via an inbound sales line
- Managing new business sign-up process, tracking the merchant's application process, and ensuring that the application will be assessed in a timely, accurate and professional manner

Key Achievements:

- App-to-merchant conversion ratio of 50%, highest lead conversion ratio within inbound sales team for 3 consecutive months

2014-11 -
2016-07

Sales and Marketing Coordinator

Nicholas The Label

Responsibilities:

- Managed product staging to efficiently transfer items between receiving, storage and shipping locations
- Labeled and accurately moved customer orders to meet shipment timetables and minimize errors
- Analyzed competitor pages to locate backlink and keyword opportunities
- Increased customer engagement through social media

Key Acheivments:

- Organically grew Instagram page from 0 to 85K followers to create one of the most influential premium fashion pages in Australia

Education

- 2012-03 - **Bachelor of Business : Marketing**
2016-10
Monash University - Caulfield
- 2019-10 - **Certificate in Negotiation Mastery**
2019-12
Harvard Business School Online