FREYA MENSAH

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SUMMARY OF QUALIFICATIONS

- Sales professional who builds long relationships rather than one-off deals.
- Experience across 3 employers, most recently as Senior Account Executive at Summit Sales Co.
- Consistently at or above target.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Amsterdam — **Amsterdam**
BA Business Studies — *2020*

PROFESSIONAL EXPERIENCE

Summit Sales Co — **Toronto, ON**
Senior Account Executive — *Mar 2025 – Present*

- Trained two new reps on our sales process.
- Shared customer feedback with product to shape the roadmap.
- Mentored a new rep through their first two quarters.
- Wrote proposals and tender responses with the bid team.
- Ran discovery calls and product demos for mid-sized customers.

Clearpath Software — **Toronto, ON**
Account Executive — *Jan 2023 – Feb 2025*

- Built a pipeline of new business from cold outreach and referrals.
- Kept the CRM accurate so forecasts could be trusted.
- Closed 118% of annual target in my second year.
- Worked with marketing on follow-up for event leads.

Clearpath Software — **Toronto, ON**
Sales Development Rep — *Jul 2021 – Jan 2023*

- Ran quarterly business reviews with the top ten accounts.
- Looked after a portfolio of 31 client accounts and their renewals.
- Negotiated renewals and price increases with long-standing customers.

INITIATIVES

Key account plan

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Sales playbook update

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

RESEARCH & PUBLICATIONS

Lessons from workplace surveys — **2026**

- Short paper shared internally and at a local meetup.

TECHNICAL SKILLS

General: Salesforce, Microsoft Office, LinkedIn Sales Navigator
Languages: English (Native), Spanish (Conversational)

CERTIFICATIONS

- Sandler Sales Foundations
- Negotiation Skills (online)

EXTRA-CURRICULAR ACTIVITIES

- Member of a community choir.
- Volunteer at a local food bank twice a month.
- Treasurer of a local sports club, keeping the accounts and membership list.

REFERENCE

Kwame Lindqvist
HR Director, Summit Sales Co
Contact: kwame@example.com