# IDA BECKER

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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 Fenwick Supplies.
- Consistently at or above target.
- Known for clear communication with colleagues and for following work through to the end.

## EDUCATION

**Leeds Beckett University** — **Leeds**
*BA Business Studies* — *2018*

## PROFESSIONAL EXPERIENCE

**Fenwick Supplies** — **Lisbon**
*Senior Account Executive* — *Dec 2024 – Present*

- Looked after a portfolio of 15 client accounts and their renewals.
- Shared customer feedback with product to shape the roadmap.
- Mentored a new rep through their first two quarters.
- Built a pipeline of new business from cold outreach and referrals.
- Wrote proposals and tender responses with the bid team.

**Fenwick Supplies** — **Lisbon**
*Account Executive* — *Sept 2022 – Nov 2024*

- Ran discovery calls and product demos for mid-sized customers.
- Trained two new reps on our sales process.
- Negotiated renewals and price increases with long-standing customers.
- Worked with marketing on follow-up for event leads.

**Clearpath Software** — **Lisbon**
*Sales Development Rep* — *Nov 2019 – Jun 2022*

- Closed 118% of annual target in my second year.
- Kept the CRM accurate so forecasts could be trusted.
- Ran quarterly business reviews with the top ten accounts.

## 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 data contracts** — **2025**

- Short paper shared internally and at a local meetup.

## TECHNICAL SKILLS

General: Salesforce, Microsoft Office, LinkedIn Sales Navigator
Languages: English (Fluent)

## CERTIFICATIONS

- Sandler Sales Foundations
- Negotiation Skills (online)

## EXTRA-CURRICULAR ACTIVITIES

- Treasurer of a local sports club, keeping the accounts and membership list.
- Organiser of a monthly running club with around 30 members.

## REFERENCE

Esther Dubois
Head of Operations, Fenwick Supplies
Contact: esther@example.com