

DRAŽENA APFENTALER

ABOUT ME An experienced IT sales professional with developed skills in key account and customer relationship management, gained in reseller environment and across diverse client industry sectors, with a proven ability to achieve revenue targets, identify and develop new business opportunities.

Adept at adding value and delivering solutions, with a passion for exceeding client requirements and achieving customer satisfaction. Proven ability to build productive long-term business relationships with a range of clients from SMB to Enterprise environments.

PERSONAL Date of birth: 23.1.1985

INFORMATION Address: Ivanec Bistranski, 10290 Zapresic

Phone: +385(0)91 561 3739

Email: drazenaromanic@gmail.com

LinkedIn profile: linkedin.com/in/dražena-apfentaler-64908450

WORK EXPERIENCE **KEY ACCOUNT MANAGER, INTEGRA GROUP LTD., ZAGREB**

05/2014 -

Key Responsibilities

- Developing a trusting relationship between major key clients and the company.
- Managing sales projects and communicating with presales support.
- Expanding relationships with existing customers by continuously proposing solutions that meet their objectives.
- Expanding relationships and bringing in new clients through various channels.
- Resolving key client issues and complaints.
- Negotiating contracts with clients and establishing a timeline of performance.
- Planning and presenting reports on account progress and goals.
- Working with reputable vendor solutions such as Hewlett Packard Enterprise, Microsoft, Fortinet, Veeam, Lenovo, Cisco, etc.

Key Achievements

- Target achievement for all 6 years in a row.
- Major projects:
 - Fortinet solutions implementation in enterprise environment for customers in banking sector.
 - Veeam Backup&Replication solutions implementation for customers in manufacturing sector.
 - Successful implementation of SIEM projects, Disaster Recovery Solution projects and various WiFi and new IT infrastructure implementations.

Sector: Information Technology

KEY ACCOUNT MANAGER, ADONAI LTD., ZAGREB

09/2011 – 02/2014

Key Responsibilities

- Assisting in annual negotiations and analysing business activity for each customer.
- Weekly and monthly business analysis and sales realization evaluation.

- Business plan preparation, sales result monitoring and analysis report making.
- Achievement of all set goals with maximum profitability.
- Organizing and participating in the distribution and promotional activities of buyers.
- Assortment definition and planning (depth, breadth, article turnover, etc.).
- Making of preparatory calculations and concluding business transactions and contracts.
- Receivables collection control.

Key Achievements

- Managing the HoReCa department with 4 sales representatives.
- Increased sales of the Ultra plus trade mark products for 20%.

Sector: Fast-moving consumer goods (FMCG) Industry

BUSINESS ASSISTANT, ALD AUTOMOTIVE LTD., ZAGREB

01/2010 – 09/2011

Key Responsibilities

- Member of Project Management Team for the relocation of company headquarter.
- Member of the Crisis Management Team.
- Supervision of treasury handling.
- Supervision of telephone and all vehicle related expenses.
- Assisting the Accounting Department through invoice payment and signature allocation supervision.
- Attending meetings and keeping the minutes.
- Performing various assignments from the Management Board.

Sector: Automotive Industry

EDUCATION University of Zagreb, Faculty of Economics and Business, 2003.-2009.
Secondary School of Economics, Zagreb, 1999.-2003.

SKILLS

- B2B sales
- Target achievement
- Cross-selling and up-selling techniques
- Relationship and Account Management
- English (written and spoken)
- Driving license

COMPUTER SKILLS Advanced knowledge of Microsoft Office applications
Daily work in Microsoft CRM and SharePoint Portal

RECOMMENDATION Mrs Marina Boljar, Adonai Ltd., Sales Manager
