SHANE KEITH

Midland, TX | shaneckeith@gmail.com | shanekeith.com

PROFESSIONAL SUMMARY

Results-driven sales professional with 6+ years of experience in outside sales, account management, and client relationship development across the Midland/Odessa territory. Proven track record of exceeding sales goals, introducing new products to clients, onboarding and training personnel, and maintaining positive long-term account relationships. Skilled at learning new technology platforms quickly and translating technical solutions into clear client value, as well as generating sales and statistical reports.

CORE COMPETENCIES

Account Management & Client Retention • Employee Onboarding & Training • CRM / Data Management • Territory & Travel Management • Solution Selling • Relationship Building • Sales Reporting & Forecasting

PROFESSIONAL EXPERIENCE

Pre-Sales Account Manager | Viva Distributing (Red Bull) | Midland, TX *Sep 2021 – Present*

- Manage and grow a portfolio of accounts across the Midland/Odessa territory, building strong client relationships that drive repeat business.
- Prospect and develop new retail and business accounts, presenting product solutions tailored to each partner's needs.
- Provide ongoing account support, training, and troubleshooting to ensure client satisfaction and long-term retention.
- Maintain accurate account records, sales activity, and territory data to inform planning and reporting.
- Travel extensively throughout an assigned territory to service accounts in person, consistently meeting sales and coverage goals.

Sales Representative | PepsiCo | Midland, TX *Apr 2020 – Sep 2021*

- Managed a dedicated account territory, prospecting new business while servicing and growing existing relationships.
- Delivered product training and support to retail partners, ensuring proper execution and client satisfaction.
- Consistently met sales targets through relationship-driven selling and reliable account service.

Installation Technician | Critical Signal Technologies | TX *Nov 2018 – Apr 2020*

- Installed and configured client systems on-site, providing hands-on technical training to customers at point of install.
- Delivered clear, in-person technical support and troubleshooting, translating complex systems into simple client guidance.
- Managed a multi-stop daily travel schedule while maintaining accurate installation and service documentation.

ADDITIONAL PROFESSIONAL BACKGROUND

- Cloud Sites Technical Support, Rackspace (San Antonio, TX) — Linux systems support.
- Database Reconstruction and Web Application Development, Karta Technologies (U.S. Air Force contractor, Brooks City Base).
- Reporting Analyst, Golden West Financial (San Antonio) — loan securitization reporting and analysis.

EDUCATION & CERTIFICATIONS

BS Data Analytics, Western Governors University

AWS Certified Cloud Practitioner • CompTIA Data+ • CompTIA Project+ • Google IT Support Professional Certificate

TECHNICAL SKILLS

Analytics & Reporting: Excel, Tableau, CRM reporting, dashboards & data visualization, KPI tracking, statistical analysis
Languages & Tools: Python, SQL / T-SQL, MySQL, SQL Server, Bash, HTML/CSS, PHP, Git/version control, Linux