

SUMMARY

Accomplished Sales and Marketing Manager with proven experience in relationship development and preservation. Business acumen includes brand development, advertising and merchandise development. Especially practiced concentrating cross-functional teams to market products to targeted audiences with success in closing.

Change savvy decision maker
Relationship development
Advertising and catalog development
Profit-loss management

Aggressively pursues stretch goals
Able to inspire and energize associates at all levels
Innovation
Exceptional verbal and written communication

PROFESSIONAL EXPERIENCE

Cole Haan – Chicago, IL
Troy, MI

April 2008-Present
October 2007-April 2008

Sales Associate

- Consistently ranked in the top 4% among my peers due to developing and retaining clientele.
- Newly developed and reoccurring sales in excess of \$300,000 a year.
- Successfully placed in a nine-million dollar store, located on prestigious Michigan Avenue
- Proactively acquiring and sustaining over ten new clients a week.
- Invaluable member of the sales team, leading in new, creative sales methods. Leading in mentoring and motivating fellow salesman.
- Area of responsibility included managing all activities related to handbag merchandising.
- Implemented new methods of customer retention, which have helped me to achieve a higher sales rank within the organization.

Viva Enterprises – Northbrook, IL

National Sales Manager

August 2006-April 2008

- Responsible for managing 12 National Sales Representative Groups strategically placed throughout the United States and Canada.
- Supervising the Rep. Support Teams with regards to sales goals, sales management, facilitate communication, monitor fill rates, and quality concerns.
- Represent company at professional trade shows and national events. Duties included booth plan-o-gram (layout), managing set-up, customer meet and greet, supplier, retailer interaction in conjunction with seminars and product presentations.
- Implemented problem solving and strategic initiatives which helped lead to a 24% increase in sales, first quarter of January 2008.
- Accountable for managing trouble shooting, along with strengthening support for daily sales needs.

Operations Manager

- Principal merchandising contact and direct liaison in charge of maintaining our relationship with the QVC, Home Shopping Network.
- Sales Assistant directly in charge of Resort and Camp programs, delivering increased service efficiency, leading to increased revenues.
- Account and Sales Management duties among seven thousand daily accounts.
- Sales Team Lead, in charge of acquiring new accounts finding success with innovative and creative sales methods further developing our penetration into the marketplace, targeting new business goals while maintaining our existing customer base.
- Successfully promoted to the Head of Logo Division after three months of employment. This was due largely to proving an ability to grow sales while implementing innovative and fresh strategic plans.
- Developed international business skills while directly responsible for all Canadian Accounts.

Auburn Pharmaceutical – Troy, MI

Account Manager

August 2007-October 2007

- Successfully completed an intense three week training program focusing on customer relations, developing new customers, sales & account management, closing sales deals on multi facet levels and team selling.
- Acquired an impressive 21 new accounts within two months.
- Effectively built on sales leads and attained new product sales goals weekly.

Marshall Field's – Sterling Heights, MI

Sales Associate

July 2005-August 2006

- Reached a weekly personal goal of 150% Clientele Growth and Attainment, well above the 78% corporate requirement.
 - Attained a weekly credit merchandising goal in excess of 100%.
 - Consistently exceeded weekly sales goals over 98% of the time.
 - Refined skills in product merchandising, product promotion, and interpersonal communications skills.
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EDUCATION

Bachelor of Arts – French, Major in Public Relations & Advertising

Minor – Business Administration

Seidman School of Business, Grand Valley State University – 2005

RELEVANT INTERNSHIPS

Girl Scouts of Michigan Trails – Grand Rapids, MI

October 2004-April 2005

Intern

- Worked under the media team, to create multi media press releases, fact sheets and PSA material.
- Administered complete media exposure for a 2005 luncheon with our Michigan State Senator, Debbie Stabenow. This included all press relations, set-up, photo opportunity management, and relations with press inquiries.
- Implemented the 2004 Cookie Campaign. In this campaign, I was responsible coordination of troop leaders, cookie booth management, press kits to the local media.
- Coordinated the television commercial advertising campaign for the West Michigan media outlets.

High Frequency Music Promotion – Detroit, MI

May 2002-September 2002

Intern – Detroit Area Representative

- Lead Intern for the Metro Detroit Division, with direct responsibility for increasing new customer sales upward of 80%
- Responsible for Direct Sales and Marketing activities, investigating potential media outlets.
- Tasked with researching markets, demographics and the musical preference of a major metropolitan area.
- Created and distributed marketing material with the aim of increasing the customer base, along with promoting directly to a diverse demographic.

INVOLMENT

- Chicago Area Sigma Kappa Alumni Organization **April 2006-Present**
- Township of Orion Election Committee
- Chicago Cares Volunteer
- PAWS Chicago Animal Shelter Volunteer
- South Oakland County Sigma Kappa Alumni Organization **April 2005-Present**
- Junior League of Detroit