

PROFILE

Sales and Marketing Professional with 10 years' experience increasing market share and revenue through customized quality presentations and client service. Consistent year-on-year growth, expanding customer base and increasing account value to achieve over \$8.5M annually. Well rounded background encompassing national branding and marketing strategy; key account management; and field sales to wholesale and retail customers. Industry expertise encompasses information technology products and services; multi-media marketing; and public relations services. Solid progression of responsibility throughout career, strategizing and implementing innovative ideas to meet all challenges and further mission goals. Team player, assisting in any capacity to organizational goals.

Professional Experience

TNT Technologies, Chesapeake, VA
Marketing Coordinator

5/2002 – Present

Strategize marketing, public relations, and communications initiatives to grow customer base, increase sales and name recognition, and promote image of technology design and development company. Research and pursue opportunities for expanding market share. Manage budget, forecasting costs and returns on investment, negotiating with vendors for optimum pricing and advertising placement.

- ◆ Grew major distributor sales by 300% to achieve \$8.5M annually through creative merchandising campaign. Designed packaging, signage, and promotions; secured optimum product positioning in outlets.
- ◆ Continually monitor customer satisfaction and address needs, creating custom catalogs, brochures, and sales collateral. Escort sales reps on calls to stay abreast of market trends. Wrote technical and feature articles highlighting company and products for publication in trade journals and industry magazines.
- ◆ Identified and established rapport with key media personnel, responding quickly and providing technical information for articles to increase published news items from 7 to over 40 per month.
- ◆ Maintain editorial calendar forecasting upcoming tradeshow and publication themes to pinpoint opportunities for news articles.
- ◆ Created materials and conducted national training seminars for distributor sales staffs with PowerPoint presentations and easy reference product guides to expand name recognition.
- ◆ Managed press coverage of near acquisition, launching new look and projecting positive, industry leader image. Contacted customers and stakeholders to affirm company strength.
- ◆ Design, write, and place targeted advertising with graphics, press releases, promotions, website content, e-newsletters, and mass mailings.

MarketOnline, Newport News, VA
Sales and Marketing Manager

8/2000 – 2/2002

Restructured sales program to target specific industries and geographic locations, building strong customer base and greatly increasing revenue of web development and services company. Designed and implemented focused marketing and sales strategy.

- ◆ Secured key online retailer account, largest in company history resulting in over \$600,000 revenue.
- ◆ Closed over 1,200 contracts, building trust and referral business through excellent client satisfaction.
- ◆ Researched market to identify key business contacts, company needs, and estimated budgets. Sent marketing material and followed with visit. Prepared customized presentations outlining benefits of offerings, various package options, and prices. Managed all contracting.
- ◆ Directed 4 Sales Representatives, defined territories, generated and provided lead lists, assigned goals, assisted with forecasting, and coached on sales techniques.
- ◆ Liaised regularly with all customers to gauge satisfaction and assist with furthering business objectives. Worked with development teams to ensure delivery of all contract requirements.

Business Connections, Raleigh, NC
Marketing Communications Specialist

10/1997 – 7/2000

Built first Marketing Department for office furniture and technology retailer. Developed corporate strategy incorporating TV, radio, cable, and print advertising campaigns; merchandising materials; brochures; mass mailings; trade show presence; press releases; and promotions for 4 outlets.

- ◆ Wrote sales proposals and presentations for Sales Group, greatly increasing closes.
- ◆ Launched new name, image, and logo of company. Secured media coverage; coordinated store events; and strategized all advertising.
- ◆ Created and managed in-house sales incentive program.
- ◆ Established business partnerships within community resulting in increased sales.
- ◆ Negotiated with vendors to secure prime advertising slots for optimum price.
- ◆ Managed charitable donation account, providing resources to local causes to build quality reputation within community.

Education

University of Virginia School of Journalism, Charlottesville, VA
Bachelor of Science in Public Relations, 1996
Internship: Marketing Coordinator for UVA Women's Basketball Program

Technical Skills

MS PowerPoint/Excel/Word, Corel Draw/PageMaker, Quark Express, Adobe Photoshop/Illustrator, HTML, Website Administration, Internet and Market Research