

# HIRED RESUME SERVICE

Minnesota | 612-400-5563

## SALES & MARKETING PROFESSIONAL

MAXIMIZE PROFITS | ACCOUNT & BUSINESS MANAGEMENT | LEADERSHIP  
EFFECTIVE ACCOUNT MANAGEMENT | STRATEGIC SALES PLANNING

Top-performing professional with proven talent to drive business growth through aggressive sales and advertising strategies that deliver revenue growth, market share, and market penetration. Strategic thinker with an expertise at analyzing, planning, and implementing business initiatives to support and accomplish corporate goals and sales objectives.

Demonstrated marketing talent to devise programs and initiatives that deliver a company's brand message to prospects and customers. Clearly articulate value goals and utilize business-building solutions including sales reporting software, sales tools, strategies, and initiatives.

Excellent public relations and communication—a highly effective front-line company representative with solid relationship building skills and an effective account management leader.

## CORE COMPETENCIES

- Strategic Sales Strategies
- Customer Retention
- Relationship Building
- Quality Customer Service
- Account Management
- New Business Development
- Sales Presentations/Demos
- Multi-Platform Marketing
- Trusted Advisor & Leader
- Communicate Value
- Build Customer Loyalty
- Customer Satisfaction

## PROFESSIONAL EXPERIENCE

### MARKETING & SALES EXECUTIVE, Name of Company, Minneapolis, MN Oct 2008 – Present

Provide ongoing sales, support, and effective account management for the Packaging, In-Store Marketing and Promotions divisions of the Target Corporation. Continually work to create, develop, and execute successful marketing and print advertising campaigns that align with the client's needs.

- Facilitated a major role in growing retail account from \$8M to \$13M in 2013.
- Lead the In-Store Marketing and Promotions divisional work that accounted for approximated 70% of overall volume; personally managed a large amount of this work.
- Work with Target's internal creative team and outside agencies to execute print projects.
- Facilitate role as second in command; oversee and direct work for 9 Project Managers and 7 Account Managers at the highest point of volume.
- Responsible for delegating and scheduling all work on projects and delivering projects on time.
- Highly involved with sales presentations to win and grow new business within the account; facilitate presentations and collaborate with business teams on the most efficient, cost effective means of production & delivery; partner with approximately 10-15 Print Buyers at any given time.
- Collaborate with upper management —actively involved in monthly, quarterly meetings, and reporting.
- Facilitate implementation of new technologies and processes with Target.

## EDUCATION

Bachelor of Science, University of Minnesota, St Paul Campus