

Customer satisfaction focused with accomplished background in marketing coordination, sales, and project management. Expertise includes conducting market research, understanding motivators, and solving problems. Proven ability to open new accounts and close business. Builds trust quickly and easily at all levels of an organization through positive energy, helpfulness, and initiative. Effective in individual contributor, team member, or project lead roles.

### EXPERIENCE

UUW, Anytown, CT

2008-2011

#### **Sales and Marketing Coordinator**

*Coordinated residential project sales for 160+ employee manufacturer of windows and patio doors.*

- Supported 30 independent sales representatives across the country, with average of 6-8 in-person and 35-45 telephone conversations per representative per year. Also responsible for relationships with 2 major distributors of patio doors and windows. Traveled 75%.
- Served on 5 member team for new product development to expand offering from 1 to 6 products, targeting higher-end residential market. Conducted research, analyzed data, coordinated elements of design, coordinated with engineering in prototyping, assisted in building campaigns, and scheduled launches.
- Redesigned and helped deliver product training sessions for dealers nationally.
- Teamed with representatives to attend 5 major account sales calls per month. Proposed program of bringing representatives to plant for residential side product training.
- Coordinated with advertising firm to developed new product literature, including residential book, 5 product sheets, commercial literature, trade show materials, and new website.

HXG CONTEMPORARY INTERIORS, Anytown, OR

2006-2008

#### **Sales Specialist**

*Member of national sales team for 20+ employee company producing paneling systems.*

- Grew account revenue through expansion of multiple-channel customer base. Supported efforts of internal and external sales forces as needed.
- Co-redesigned trade show booth and presence – attending 2 regional shows and 5 customer-based area shows – transitioning from 10 x 10 to 20 x 20 space allocation.
- Learned and implemented process to capitalize on 300+ inquires/month. Trained on new networked sales automation system, call center, literature fulfillment, and field follow-up.
- Assisted marketing with development of high quality merchandising and sales tools.

MQP ENTERPRISES, Anytown, OR

2005-2006

#### **Account Representative**

*Executed marketing strategies for 1,200 employee manufacturer of windows and patio doors for nationwide network of dealers and distributors. Promoted from contract position.*

- Marketed 3 brands and 20 lines to architectural design community on the corporate level.
- Redesigned database to provide insights into needs, changing conditions, and future products.
- Co-created inter-departmental support group to provide internal backup to field sales team.
- Executed sales programs for export licensees and international distributors in Pacific Rim through direct contact with customers. Utilized interpreter software as needed.
- Selected as 1<sup>st</sup> non-employee/contract member of President's Sales Group. Realized results by clearly defining architectural channel sales process and developing related tools.

### EDUCATION

BS in Business Administration, University of PLV, Anytown, WA