

## SALES REPRESENTATIVE

### Highlights

Business Tools: SAAS, Microsoft Access, Excel, Word, Power Point, InDesign, Adobe Photoshop, Salesforce, Quicken

### Experience

03/2014 to Current

Sales Representative Company Name i¼ City , State

- Responsible for the day-to-day relationship management of over 40 unique clients regarding planning, production, marketing, sales and distribution of Josten's yearbook program.
- Key priorities include maintaining current account volume of over 700k and developing new business from potential prospects.
- Project manage the life cycle of customers yearbook program, including idea generation, production deadlines, marketing campaigns, pricing structures, budget responsibilities, shipping schedules, sales goals and distribution.
- Utilize salesforce to log customer communication and update targeted new business pipeline.
- Develop partnerships and grow Josten's market share by leading effectively as the trusted main point of contact with school administration, school organizations, teachers, students, coaches and parents.
- Support school missions by implementing educational programs surrounding school pride, anti-bullying, student-teacher recognition and commitments to achievement.
- Doubled new account volume growth YoY when compared to previous rep performance in same timeframe.
- Currently at 50% to goal for 2017 new business.

08/2012 to 03/2014

Digital Media Sales Representative Company Name i¼ City , State

- Responsible for the day-to-day relationship management of over 60 unique clients regarding online advertising for our dealer partners.
- Key priorities include servicing current accounts and developing new business from potential prospects.
- Convert prospective dealer principals to clients by selling Cars.com online ad packages/ancillary products.
- Analyze and consult dealer principals on best way to allocate their advertising budget through a competitive SEO/paid search/traditional print/broadcast media analyses to identify opportunity.
- Coach dealerships on best practices during sales interactions Conducted monthly marketing reviews with dealer partners on audience conversion rates.
- Consulted with dealer partners on best practices to improve click through rates.
- Negotiated largest individual sale to date for Cars.com Philadelphia (May 2013).
- Presidents Club-Exceeded 2013 sales goal by 228% Awarded Top Digital Media Representative for new volume growth(2013) Awarded Top Cars 360 net unit sales certificate of Achievement (2013).

08/2011 to 08/2012

Senior Sales Coordinator Company Name i¼ City , State

- Responsible for the day-to-day relationship management of over 20 unique clients regarding polypropylene accounts.
- Key priorities include management of daily communication between supply chain, account managers, transportation, accounting, and compliance departments solving a wide variety of ad-hoc requests.
- Appointment by upper management to handle "Strategic National Accounts" - the largest and most profitable Braskem accounts requiring an elevated and special course of interaction and attention.
- Critical analysis of customer purchase orders, ensuring accuracy and alignment with forecasting of client's previously projected needs as well as adjusting future forecasts.
- Forecasting client requirements, such as production schedules, future customer POs, and inventory reports.
- Analyzing the data and providing recommended solutions to the client on a month-to-month basis.
- Developed a bi-monthly account analysis model showcasing customers forecasts against orders booked, validating variances to ensure accurate forecasting.
- Based on the value recognized by Braskem, this is has been adopted companywide for Braskem NA.
- Lead analyst in creation of prospecting survey for Braskem's in National Plastics Exposition 2012.

06/2010 to 08/2011

Sales and Marketing Assistant Company Name i¼ City , State

- Create marketing materials for home sales and assist with open house showings.
- Assist in the preparation of comparative marketing analysis to obtain new clients.
- Increase client base by developing relationships with current clients through various online media outlets.
- Staff new construction sites and assist in developing marketing for new homes.

### Education

May 2010

Bachelor of Science : Marketing International Business SMEAL College of Business, Pennsylvania State University i¼ City , State , Spain GPA: GPA:3.5 Dean's List Member of Alpha Lambda Delta, Honors Academic Club (April 2007 - May 2009) Marketing International Business

### Skills

accounting, Adobe Photoshop, ad, advertising, analyst, broadcast, budget, bi, Coach, com, competitive, conversion, client, clients, educational

programs, Forecasting, InDesign, inventory, marketing analysis, marketing, market, marketing materials, Microsoft Access, Excel, Power Point, Word, new construction, POs, pricing, Quicken, relationship management, selling, sales, shipping, Strategic, supply chain, teacher, transportation, unique

#### Additional Information

- AMCC Academia All-Conference Award (Fall 2006 and 2007) \*Captain of Penn State Altoona Women's Soccer Team (Fall 2007)