

NATIONAL SALES MANAGER

Summary

It is my desire to advance my professional development through marrying the management, purchasing, and guest-oriented skills honed over a 20 year professional career in educational musical sales with a teaching passion that began with 6 plus years as an educator.

Highlights

- Innovative teaching methods
- Leadership/communication skills
- IMEA member
- Board of Education member
- Client account management
- Midwest Band and Orchestra Annual Clinic Exhibitor
- Employee relations
- Vendor relations
- Self-motivated
- Committed to cultivating a successful team
- Customer-oriented

Accomplishments

As the National Sales Manager at Universal Melody Distribution I increased sales from 2013 to 2014 by 53%. I've worked hard to develop a successful team and profitable relationships with many well known manufacturers in the music industry.

Experience

National Sales Manager

January 2009 to Current Company Name 1/4 City , State

- Oversee the daily operations of United Musical Distribution.
- Oversee the daily operations of the online sales division, including competitive presence on Amazon and Ebay among other internet forums.
- Complete and submit institutional bids to schools throughout the nation.
- Responsible for creating sales opportunities and driving them to success as leader of a sales team.
- Develop quarterly sales goals and implement plans to reach our goals.
- Oversee the daily operations of the retail sales division.
- Oversee the daily operations of our warehousing staff.
- Analyze sales history for merchandise and submit purchase orders to vendors.
- Attend the annual winter NAMM show as a buyer.
- Negotiate special pricing for high volume items with vendors.
- Develop and maintain strong working relationships with vendors.
- Observe sales trends for new merchandise and incorporate new items into our quarterly sales goals.

Director of Educational Services/Bids Administration

January 2001 to January 2009 Company Name 1/4 City , State

- Complete and submit institutional bids to school districts throughout the nation.
- Solving complicated customer service issues related to bid sales.
- Develop and maintain a successful team of Educational Services Representatives that visit approximately 90 schools each week.
- Develop and maintain business relationships with primary, middle and high school music educators in South East/South Central Wisconsin.
- Implement new ideas for promoting the educational services division of Cascio Interstate Music.
- Improve overall net profit of school music related income such as rental income, repair income and capital expenditure income.
- Rental collection.
- Retail customer sales and service.
- Maintain the "look and feel" of the retail Band and Orchestra Department.
- Maintain a high level of customer satisfaction throughout the retail division.
- Assist with the daily administration of the retail division.

Educational Services Representative

January 1997 to January 2001 Company Name 1/4 City , State

- Captured 55%+ market share with band-related sales.
- Customer sales and service Developing and maintaining business relationships with primary, middle and high school music educators in West Central Indiana and Eastern Illinois.
- Created a successful instrument rental program, generating a 300% revenue increase in the 1st year alone.
- Inventory purchasing.
- Band and orchestral instrument and accessory sales.

Fine Arts Coordinator

January 1992 to January 1997 Company Name 1/4 City , State

- Observed and assessed student performance and kept thorough records of student progress.
- Managed classrooms of 12 to 70 students during my tenure as coordinator, responsible for both musical development and implemented a variety of teaching methods such as lectures, discussions and demonstrations.

- Established clear objectives for all lessons, units and projects.
- Encouraged students to persevere with challenging tasks, designed to build leadership in all grade levels..
- Set and communicated ground rules for the classroom based on respect and personal responsibility.
- Tutored children individually and in small groups to help them with difficult subjects.
- Taught after-school and summer enrichment programs.
- Established positive relationships with students, parents, fellow teachers and school administrators.
- Scheduled and held parent-teacher conferences to keep parents up-to-date on children's academic performance.
- Mentored and counseled students with adjustment and academic problems.
- Collaborated with other staff members to plan and schedule lessons promoting learning and student engagement.
- Contributed ideas at all staff meetings each month, designed to enhance school pride and presence.
- Employed a broad range of instructional techniques to retain student interest and maximize learning.
- Delegated tasks to teacher assistants and volunteers.
- Created lesson plans in accordance with state curriculum and school-wide curriculum standards.
- Coordinating all fine arts performances.
- Director of bands grades five through twelve.
- Director of choirs grade nine through twelve.
- General music instructor grades kindergarten through eight.

Assistant Band Director

January 1990 to January 1992 Company Name i¼ City , State

Education

Masters : Music education , May 1992 Indiana State University i¼ City , State Music education

Bachelor of Science : Music Education , May 1990 Indiana State University i¼ City , State

Associate's degree : Fine Arts , May 1986 Vincennes University i¼ City , State Fine Arts

Skills

Sales, Sales Management, Wholesale Sales, Business Development, Internet Sales, School Sales, Music Education, Drum Set Performance, Vibraphone Performance.