

NAME

Address

Phone • E-Mail

MANAGEMENT Marketing & Brands

Driven marketing and brand professional with 8 years of experience for positions as a manager or analyst with all sizes of company. Adept at consumer product promotions for optimum brand awareness. Outstanding skill developing strategic business plans and enhancing marketing and promotional processes to grow business. Establish successful client relationships and strategic partnerships to maximize profitability. Highly capable of building and leading employee teams while managing large territories and major accounts with superb customer satisfaction and retention.

Core Competencies

Marketing & Brand Management • Market Research & Penetration • New Business Development
Sales & Account Management • Market Share Growth • Customer Relations & Service
Product & Service Promotions • Field Marketing • New Product Launch • Competitive Positioning
Brand Image • Marketing Programs • Business Management • Cross-Industry Expertise

PROFESSIONAL EXPERIENCE

COMPANY, San Jose, California • 2007 to Present

Food service division of global Fortune 500 company with over \$10 billion in annual sales.

Brand Sales Representative

Manage \$10 million territory and marketing of company products to food service distributors for sale to restaurant operators. Enhance brand awareness and image of quality to improve standing versus distributor house products. Create and execute corporate and local sales promotions. Educate and motivate over 100 distributor sales representatives in account sales. Ensure large account relationships, service, and retention. Gain new item stock, placement, and sales in collaboration with buyers. Develop marketing programs for industry events.

Specific Accomplishments:

- Increased sales 20,000 cases per year by converting US Foodservice San Francisco to 7 new company products, a 10% increase in their dry business.
- Achieved #1 annual ranking among all regions nationwide, exceeding target by 7%.
- Turned around company reputation in region and enhanced distributor relations.
- Earned rapid promotion from initial Regional Frozen Specialist position.

LARGE MOTOR COMPANY, California, Iowa, Minnesota, North Dakota • 2001 to 2006

Marketing, sales, and service division of global Fortune 500 automotive company.

Zone Manager (2003 to 2006)

Enhanced warranty levels, service retention rates, and client service processes for 20 dealers per territory. Coordinated sales incentive programs and marketing events to meet quarterly commodity sales goals. Increased service and parts manager participation in quarterly sales efforts.

LARGE MOTOR COMPANY Continued...

Specific Accomplishments:

- Recognized nationally as among the top 5% in account management through NADA dealer satisfaction survey, with perfect 100% scores for parts and service.
- Obtained \$500,000 in annual incremental revenue with conversion of dealerships from aftermarket finance contract companies to Large Motor Company.
- Boosted sales 45% in 4 key dealerships through computer-based marketing and inventory planning tools for retail promotions.
- Awarded #1 annual zone performance rank versus 35 representatives for sales and leadership.
- Spearheaded top regional customer retention rate by developing new process coordinating sales, finance, and service departments.
- Received promotions through markets of progressively increasing size.

Customer Service Manager (2002 to 2003)

Improved client satisfaction and warranty budget compliance with service departments throughout area. Fostered collaboration and information sharing with dealer managers. Analyzed spending reports to identify areas for improvement and potential cost savings.

Specific Accomplishments:

- Built service satisfaction scores 10%, (largest improvement in the region) through customer handling process at underachieving dealerships.
- Drove lowest average warranty cost per vehicle and after-warranty spending in region, 27% below company goal, via cost reduction efforts with dealer service managers.

Market Research Intern (2001)

Provided market research, consumer trend analysis, and product lifecycle planning.

FORMAL EDUCATION

Master of Business Administration – Expected 2011

Santa Clara University – Santa Clara, California

Bachelor of Science in Management (Minor in Marketing) – 2002

Purdue University School of Management – West Lafayette, Indiana

- Advertising Sales Representative & Account Supervisor, *The Purdue Exponent*
- Dean's List every semester
- Phi Eta Sigma, Golden Key, Phi Kappa Pi, & National Society of Collegiate Scholars honor societies