

# Name

Address 1

Phone:

Address 2

Email:

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## MARKETING AND BUSINESS MANAGEMENT PROFESSIONAL:

Six years of account management and business development experience that weave together a background balanced in sales, marketing and customer service.

## ILLUSTRATIONS OF QUALIFICATIONS:

**Developed** key customer relationships to facilitate effective communication of corporate strategies and overcome sales roadblocks.

**Created** new sales process strategies that won new business and grew core business.

**Promoted** specific products through marketing events to improve customer awareness and increase sales.

**Managed** key accounts in a multi-state area as the point of contact for all sales and service needs.

## EXPERIENCE:

Company Name

Northern California

### Sales Representative

June 2007 – present

- Achieved #1 Region in the Nation for FY 08; exceeded annual target by 7%.
- Responsible for managing a \$10 million territory supporting several foodservice distributors in Northern California including two US Foodservice houses.
- Reestablished a strong relationship with US Foodservice San Francisco by building key customer relationships with the distributor's buyers and sales representatives.
- Launched new line in Northern California gaining 7 new product placements resulting in an incremental volume of 20,000 cases.

Company Name

Northern California

### Regional Frozen Specialist

Jan. 2007 – May 2007

- Conducted product sales training for distributor sales force which resulted in an increase of sales by 4%.

Large Motor Company, Marketing, Sales, and Service Division

California, Iowa, Minnesota, North Dakota

### Zone Manager

Nov. 2003 – Dec. 2006

- Achieved 100% NADA dealer satisfaction in both parts and service account management in 2005; one of only 16 field reps in the nation to score a perfect 10 (out of 360 reps).
- Converted dealership to exclusively sell Extended Service Contracts over their current aftermarket supplier, resulting in \$500,000 of annual incremental revenue for Ford.

- Managed retail tire promotions by utilizing computer based marketing and inventory planning tools that led to an increase in sales by 45% in four key dealerships.
- Created a retention process that involved the sales, finance, and service departments, leading to the highest customer retention rate in the region for 2004 and 2005.
- Earned number one ranking for overall Zone performance in 2005 based off of sales numbers and leadership skills compared to the other 35 reps in the Central Market.

Large Motor Company, Marketing, Sales and Service Division  
Missouri, Nebraska

**Customer Service Manager**

**June 2002 – Oct. 2003**

- Initiated cost reduction tactics that resulted in the lowest average warranty cost per vehicle in the region by analyzing spending reports and consulting with service managers whose expenses were above average.
- Obtained the lowest after warranty spending in the region at 27% below company target by advising dealers to approve appropriate after warranty assistance to customers.
- Executed a customer handling process at poor performing dealerships to raise overall service satisfaction scores by 10%; the largest improvement in the region.

Large Motor Company, Marketing, Sales and Service Division  
Dearborn, Michigan

**Market Research Internship**

**May 2001 – Aug. 2001**

- Conducted market research to determine consumer trends and plan the product lifecycle for audio systems in LMC brand vehicles.

**EDUCATION**

**Santa Clara University**

Masters in Business Administration, Santa Clara, California

**Expected Graduation Date**

**June 2011**

**G.P.A.: 4.0/4.0**

**Purdue University**

School of Management, West Lafayette, Indiana

Bachelor of Science in Management, Minor in Marketing

**May 2002**

**G.P.A.: 3.7/4.0**

**ACTIVITIES AND HONORS**

Member of Phi Eta Sigma, Golden Key, Phi Kappa Pi, and National Society of Collegiate Scholars Honors societies; Purdue Women's Club Soccer, Fundraising Officer; Deans List every semester