

## MERCHANDISER, SALES

### Summary

[Job Title] equipped with the excellent negotiation skills, market insight and business acumen necessary to guide struggling and newly-formed companies to financial success.

### Highlights

â– Organizational skills â– Marketing, Lead Generation â– Strategic & Consultative Selling â– Interpersonal and Collaboration skills â– B to B sales â–

- Customer Retention â– Account Management â– Developing/Expanding Territories â– C-Level & Technical Presentations â– Project management Excellent sales techniques

### Accomplishments

- A member since 1996, elected to Executive Board 2009. Took time off to help with the earthquake relief. Organize fundraisers and benefits. Manage and recruit volunteers. Made contacts with significant contributors and corporate relations. Organized to ship containers of medical supplies, food, water and clothes to Haiti
- Achieved high honors from Elavon's VP of Sales. Conducted training for North Eastern team on Cold Calling techniques
- Awarded for the best "Pend Percentage" for October in North East Region
- Managed "Major Accounts" worth more than \$50k in four territories. Reviewed and grew account base by 18% to surpass given objectives. Interviewed and observed potential candidates for employment, mentored new hires. Established new clients to grow profitable territories and meet set objectives, 12 per quarter. Provided clients with a profitable marketing strategy in both print advertisement and internet marketing. Continuously maintained and established solid relationships with clients. Met publication and internet deadlines; achieved 100% of sales quotas. Elected Captain and Speaker of Yorktown/Peekskill county team
- Presidential Achievement Award. Ranked 6th (must be in top 10 % of region)

### Experience

Merchandiser, Sales 05/2013 to Current Company Name City , State Southern Wine & Spirits is a family owned sales and distribution organization with a renowned history of consistently delivering impeccable service through our 14,000 employees, covering 35 states. Build relationships with store owners. Strategically place merchandising and marketing materials in stores. Discuss and plan future opportunities for merchandising with management team. Point of contact for sales reps; assisting them in the field. Help sales reps sell their product into stores by booking high-end merchandising materials and locations. Organize warehouse and pallets. Distribute POS, samples, bar kits and racks to appropriate divisions. Build relationship with store owners. Discuss marketing materials with store owners. Notable Accomplishments âžœ Build strong relationships with key accounts âžœ Responsible for opening and closing storage unit. âžœ Implemented an organized system for distributing samples âžœ Booked strategic platform and window displays

ACCOUNT MANAGER 01/2009 to Current Company Name City , State Forgotten Children of Haiti, established in 1993, is a non-profit organization supporting a pediatric hospital, orphanage and a school. A member since 1996, elected to Executive Board 2009. Took time off to help with the earthquake relief. Organize fundraisers and benefits. Manage and recruit volunteers. Made contacts with significant contributors and corporate relations. Organized to ship containers of medical supplies, food, water and clothes to Haiti. Notable Accomplishments: âžœ Increase donations to \$50,000 in 7 months âžœ Spokesman at events, 300+ people. Press Interviews. âžœ Shipped 3 containers of medical supplies, food and water. LA Fitness has over 600 locations and is expanding in New York. It is one of the largest fitness chains in the country offering more amenities than any of its competitors. Established LA Fitness's new club in Yonkers by marketing to business and individuals. Grew the club volume from 0 to over 500 members in 3 months. Promoted to management which included responsibilities in the following areas: reporting club numbers, meeting with club developers, creating marketing strategies, leading sales meetings, one-on-one trainings. Notable Accomplishments âžœ # 1 commissions in the country for 8 pay periods July - November (avg comm.\$3,800) âžœ Top 5 commissions in the country from June - January (avg. comm. \$2,800) âžœ Top Sales Counselor June - February, Top closing percentage. (83%) âžœ Rep of the month July to January Top in Sales for all months. Hebrew Hospital Home Continuum of Care is a non-profit, non-sectarian health care organization. It is a comprehensive health care system whose mission is to rehabilitate patients by providing the highest standards of care and individualized treatment. Responsible for expanding the Queens County Territory to a valuable referral source of over 200 accounts. Contracting Doctors and Medical Offices to partner with "HHH Home Health Network". Organize and perform sales presentations to Medical groups and Doctors. Prospect and develop relationships to maintain steady referral sources with Doctors and Office Managers through Cold Calls, Networking, and Sales Events. Coordinate Sales Events in collaboration with Sales Representatives. Notable Accomplishments âžœ Exceeded 3 month goal of 30 accounts with over 200 accounts. âžœ Developed Queens Territory; distributed Accounts to new Account Managers. âžœ Generated 30 referrals in first quarter, #1 in referrals for the quarter. âžœ Met 100% of Account penetration goals consistently, top for the territory.

ACCOUNT EXECUTIVE 08/2008 to 09/2010 Company Name City , State US Banks partnered with Elavon in 2004. Elavon manages more than 1 million merchants, from small retail merchants to the largest organizations in segments such as hospitality, health care, and the public sector, delivering reliable and secure payment solutions to help businesses succeed. Achieved high honors from Elavon's VP of Sales. Conducted training for North Eastern team on Cold Calling techniques. A leader among peers achieved and surpassed sales quotas & goals; won contests and recognition. Managed five counties totaling 30 banks. Established new clients and maintained strong relationships with Bank Regional President, Managers and staff. Organized and performed presentations to bank personnel during "Area meetings". Notable Accomplishments: âžœ Ranked No. 3 among peers "Stack Ranking for 2009" in East Region âžœ Top Rep in the month of February (most activations 68) âžœ No. 1 "Monthly Fees" for May in North East Region âžœ No. 2 "Bundles Contest" for January in North East Region âžœ Awarded for the best "Pend Percentage" for October in North East Region

ACCOUNT EXECUTIVE 09/2005 to 08/2008 Company Name City , State Yellowbook is the largest independent publishers of yellow pages nationwide. It offers multi-channel marketing solutions tailored to meet the specific needs of clients and the audience they target. Its brand is built on service and integrity with an end goal of delivering the most complete and relevant local business information to consumers. Managed "Major

Accounts" worth more than \$50k in four territories. Reviewed and grew account base by 18% to surpass given objectives. Interviewed and observed potential candidates for employment, mentored new hires. Established new clients to grow profitable territories and meet set objectives, 12 per quarter. Provided clients with a profitable marketing strategy in both print advertisement and internet marketing. Continuously maintained and established solid relationships with clients. Met publication and internet deadlines; achieved 100% of sales quotas. Elected Captain and Speaker of Yorktown/Peekskill county team. Notable Accomplishments: âž Presidential Achievement Award. Ranked 6th (must be in top 10 % of region) âž No. 2 "Net Gain" 2007 (achieving over 100% of quota) âž Two time "Rep of the Month" (September 2007, February 2006) âž Ranked 25th of approximately 200 reps in region, for new business. (53 sales totaling \$105k). âž Significantly surpassed overall sales quota, three years in a row. "Quota Buster" (2006, 2007, 2008) âž Promoted within 11 months of hire.

#### Education

Bachelors of Arts : basketball leagues, skiing and exercise programs Marist College City , State , US Marist College, Poughkeepsie, NY  
Bachelors of Arts ~ COMPETITIVE ACHIEVEMENTS ~ A sports guru and competitor actively involved in basketball leagues, skiing and exercise programs. As a member of the Marist Ski Team competed against schools in Slalom and Giant Slalom events. As well as player on the Marist Rugby Team competed against teams in its region. Competed on the NCC Speech and Debate Team. Traveled to Portland, Oregon, placed NCC in 3rd place nationwide at the Phi-Ro-Pi National Championships and won multiple awards: âž Dramatic Interpretation, Bronze of 88 competitors. âž Parliamentary Debate, Bronze of 114 teams âž Debate Team, Overall Bronze of 109 schools

#### Languages

French/Spanish

#### Professional Affiliations

FUNDRAISER AND EVENTS COORDINATOR, EXECUTIVE

#### Presentations

C-Level & Technical Presentations

#### Skills

Sales, Benefits, Increase, Pediatric, Marketing, Account Executive, Clients, Of Sales, Sales Quotas, Solutions, Its, Closing, Award, Channel Marketing, Internet Marketing, Major Accounts, Marketing Strategy, New Hires, Overall Sales, Quota, Sales Quota, Yellow Pages, Cold Calling, Million, Retail, Retail Marketing, Training, And Marketing, For Sales, Key Accounts, Merchandising, Owned Sales, Point Of Sale, Pos, Sales And, Sales Reps, Account Manager, Accounts To, Accounts With, And Sales, Coordinate Sales, Networking, New Account, Sales Events, Sales Presentations, Sales Representatives, Territory, With Sales, In Sales, Sales For, Sales Meetings, Senior Sales, Top Sales, Account Management, B To B, B2b, Lead Generation, Project Management