

Beaumont, CA 92223

Professional Work History in Promotional Industry

Irwindale, CA

2/2018 – 9/2018

Manager, Marketing & Compliance

- **Marketing Management.** Managed a staff of 5 in an intense task-driven marketing department.
- **Website and Industry Platforms.** Hosted our own website. Managed all data in HCL website and handled our own SAGE/ESP/DC data management and keyword metrics. During this period of employ over 500 items were frequently repriced and remarketed.
- **Product Development and Pricing.** Developed a product line of Badges and Luggage Tags; merchandising of all items despite having no existing inventory on the products and no previous transactions. Introduced 12 gift sets, while coordinating all aspects of the custom foam and packaging. Handled the execution of the new Gift Band concept and all merchandising surrounding bringing the concept to life. Handled the pricing of these new concepts.
- **Main Catalog.** Oversaw all internal production, photography, text composition and design enhancements in producing the 250+page main catalog. Handled all negotiations and production necessities with the printing partner and Mail House.
- **Tabloid Catalog.** Conceived and Created an innovative mini-catalog concept called the Tabloid. Features an enlarged format and unique presentation. Handled all negotiations and production necessities with the printing partner and Mail House.
- **Compliance & Testing.** Company had no compliance/testing program in place prior to my arrival. Created and developed the systems to execute a thorough product testing program in an effort to comply with Prop65 regulations. Developed a working relationship with China-based testing lab and worked closely with the most respected compliance consultant in the nation. Coordinated the testing of 250+ items within a 3-month period. Was the lead communication in all National Distributor regulated programs and handled all special requests and information demands from these organizations.

Special Assignment: Handled customer service, traffic management and marketing for Tubes & Applicators, a sister company that makes plastic tubes and sponge applicators for retail health products.

San Diego, CA

3/2014 – 2/2018

Vice President, Sales

- **Sales Calls.** Constructed a 30+ week menu of sales calls; maintained a schedule of 15-20 primary sales calls per week in major markets nationwide. Called solely on Top 500 distributors. Planned/booked all travel and related arrangements.
- **Sales Management.** Responsible for hiring, training and managing National Sales Manager. Rebuilt the multi-line rep force into a fully regional, micro-territory model to allow for maximum coverage. Was responsible for the hiring/firing of the groups and the monitoring of sales and performance. Personally involved working with the entire staff in the field with joint sales calls and regional/large account trade show attendance. Planned, hosted and executed Annual Sales Meetings.
- **National Account Development.** Lead person for national accounts in all aspects of sales and administration. Included conceiving of exclusive promotions for those same customers.

- Helped to cultivate several accounts from low 5 to 6 figure sales.
- **Marketing & Branding.** Created numerous campaigns and concepts to be used in e-marketing and sales flyers. Contributed to overall branding scheme and logo rebranding of the company.
- **Product Development.** Was on the decision committee for all new product development, implementation of new materials, and printing option coordination.

Celina, OH

1/2012 – 3/2014

Sales Manager, Western Region

- **Sales Calls.** For 30+ weeks, maintained a schedule of 15-20 primary sales calls per week. Planned/booked all travel and related arrangements. Managed multi-line rep groups within region of responsibility (states of CA, OR, WA, NV, UT, CO, AZ, NM, TX)
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- **CRM.** Responsible for full reporting of territory activity and maintaining of a calendar.
- **Trade Show attendance.** Complete planning and execution within territory.
- **Multi-line rep management.** Trained existing reps through joint calls, hired/trained new reps for territory.

Special Assignments:

Selected to merchandise a product line extension for AITG gift line. Traveled to Hong Kong/China to cultivate numerous new vendor relationships in the areas of electronics, home/kitchen items, health items, corporate gifts, wine-related products.

Given the charge of the first stage development and creation of a new division within the company that is dedicated to Interior Signage, POP Retail Displays, Retail Environment Design. Developed logo and corporate identity, website, marketing pieces and administration duties. Personal consultation to factory in China.

Assigned the challenge of putting the company back into the forefront of the Trophy industry. Developed a preferred partner program, designed an advertising campaign, designed a Calendar/Catalog concept, re-positioned company with national association as the leader in its' field.

Hixson, TN

1/2010 – 1/2012

Director of Marketing – National Sales Manager

Managed a staff of 3 full-time persons, 2 part time persons, and independent contractors in the Marketing department.

- **Main catalog.** Oversaw all internal production and design enhancements in working with an award-winning design house for the 200+ page catalog. Spearheaded relations with printing partner and mail house.
- **Quarterly Catalogs** (Three 16-page catalogs per quarter). Guided the design, layout pagination, theme selection and re-pricing of goods in the company operating system.
- **Websites.** Managed all daily enhancements to the company website including administrative, cosmetic, and programming issues. Oversaw the maintenance of all industry-related websites (Logomall, SAGE, etc.), including the submittal of images and price/text/inventory.
- **Industry Advertising & Communication.** Selected the design and message for all industry advertisements. Facilitated all decisions regarding add space contracts, ESP Pay for Placement, Product Features, Press Releases, etc.
- **Weekly e-blast and targeted e-flyers.** Coordinated these customized projects, workload entailed activity on a daily basis.
- **Inside Sales Management** - Managed the daily activities of a 7 person, Inside Sales Department and 3-person outside sales support for factory reps. This entailed a substantial amount of Customer Service-related management. Responsible for the revision of

nationwide sales territories and working with controller in recreating the internal commissioning system. Problem solving and crisis management on all troubled orders including resolutions. Involved on all higher-than-catalog quantity quotations and negotiations. Metrics and Discipline. Conducted monthly head-to-head meetings, and bi-annual reviews with each individual to review sales numbers, work performance and set courses of action for improvement.

- **Trade Show Coordination** – Effectively facilitated the logistics of the exhibit materials, trade show booth display and samples for the ASI shows, regional shows and distributor shows.

City of Industry, CA

2003 - 2009

Vice President, Sales & Marketing.

- **Operations & Leadership.** Worked with owner on numerous operational issues related to personnel, disciplinary actions, vendor relations, UPS/FedEx relations, legal-related issues, etc. Headed up all communications and relationship building with national associations and service companies.
- **Sales Management.** Hired and managed a nationwide 10-12 person multi-line rep, 1 factory rep sales force. Monitored presentation activities, sample/marketing inventories and conducted joint sales presentations. Designed and maintained the rep incentive and recognition programs.
- **Customer Service/Inside Sales Management.** Managed staff of 6-8 persons in customer service area of the company. Executed a 100% personnel overhaul within the department in an effort to resurrect level of service being offered to distributors. Handled all team-building, training and hands-on involvement in daily activity
- **National Accounts.** Conducted sales calls to nationwide headquarters and branch offices of large, program-based distributors; worked with management, merchandising and special order divisions while maintaining all contractual elements of the relationship.
- **National/Regional Trade Show Mgt.** Responsible for all elements of trade show facilitation nationwide; commitments & paperwork, logistics, booth/sample coordination and travel arrangements. Coordinated all pre-show marketing and post-show follow-up activities.
- **Marketing Management.** Conceived, drafted copy and arranged layouts for e-flyers, sent out at a frequency of 1-2 times per week. Worked with creative agencies and printing companies in production/distribution of the catalog, printed flyers, post cards and advertisements.
- **Catalog Project Management & Design.** Oversaw all aspects from the conception, pagination and production of annual 200+ page catalog including final proof approvals and press checks. Wrote the majority of the product copy and contributed to creative concepts that carried the catalog message.
- **New Product Development.** Held a vital role in the development/selection of products and packaging concepts for the product line. Maintained relationships with factories from China/Taiwan; submitted new design concepts and edited existing products.
- **International Vendor Relations.** Worked intimately with overseas factories for negotiations, product development, product defect resolution

Culver City, CA

2000 – 2003

Vice President, Marketing & Development

- **Marketing Management.** Conceived, drafted copy and arranged layouts for all marketing flyers (4-6 flyers per quarter and 2-3 Broadcast Faxes per month). Handled logistics and creative for industry catalog publications (Spectrum, Idea Showcase, Gift Book, Impact Gift, Impact Advertising, Idea Book); included product reservation/selection, product sampling, logo selection, product data and final proofing. Managed all industry association relationships.
- **Customer Service/Inside Sales Management.** Managed staff of 6-8 persons in customer service area of the company. Executed a 100% personnel overhaul within the department in an effort to resurrect level of service being offered to distributors. Handled all team-building, training and hands-on involvement in daily activity, including crisis management and resolution.

- **National Sales Management.** Managed the activities of the multi-line rep force, containing 5 reps. Monitored their presentations, their sample and sales tool usage and presentation strategies.
- **New Product Development.** Worked closely and proactively with factories from China, Taiwan and the United States in the development of semi-exclusive and exclusive products. Participated in the process of creating proprietary items, working with inventors, industrial designers and factory technicians.
- **International Vendor Relations.** Worked intimately with overseas factories for negotiations, product development, product defect resolution
- **Catalog Project Management & Design.** Oversaw all aspects from the concept conception, pagination, to the production of annual product catalog. Wrote the majority of the product copy and contributed to creative concepts that carried the catalog message. Responsibility for the final proof approvals, printer and mail-house management.

Riverside, CA

1988 - 2000

Vice President, Sales & Marketing

(other titles held – Vice President, Marketing & Development & Manager, Production & Distribution)

- At the time of my departure from the company, I was second in command of the company, reporting to the owner, and overseeing all company operations. Besides the below responsibilities, I was involved in profit margin management, inventory planning, interfacing with outside accounting and legal firms, UPS/FedEx freight negotiations, setting of salaries for all departments in company, co-writing employee handbook, and community relations.
- **Sales Management.** Managed a nationwide multi-line rep sales force of 8-12 persons. Conducted several hires of new representatives during tenure. Monitored their sales presentations, sample/marketing tools usage and worked multiple days with each rep group.
- **Targeted Telemarketing.** Built an internal target marketing department within the company whose focus was on the Top 50 accounts of the company. Phone calls, faxes, samples and follow up were executed within a targeted structure.
- **Program Selling.** Worked closely with companies within the Service Award industry, Premium and Incentive Industry, Gift Redemption Industry and Retail Gift Industry, assisting their merchandisers in constructing Service, Safety and Performance Award solutions.
- **National Accounts.** Conducted sales calls to nationwide headquarters and branch offices of large, program-based distributors. Worked with management, merchandising and special order divisions. Maintained all contractual elements of the relationship.
- **National/Regional Trade Show Mgt.** Gradually assumed the role of total management of the trade show scheduling, oversight of logistics and materials ordering, pre-show marketing and post-show follow up.
- **International Vendor Relations/New Product Development.** Worked with factories and sales representatives from Germany, France, Mexico, China, Taiwan and Thailand. Handled production issues in negotiating reimbursement/replacement for defective clocks and parts received. Developed new products from original designs and by incorporating multiple design elements.
- **Direct Marketing.** Managed a campaign that featured a lead generation-Free Gift program. Worked with an Ad Agency in developing the advertisements that were featured in Worth Magazine, Crains Business, Wall Street Journal and in-flight magazines of American, Delta and United Airlines. Managed the operations and the personnel from the time of gift redemption, assigning of leads to distributors, engraving of gifts and final fulfillment.
- **Branding Concepts.** Oversaw a company identity change. Involved in guiding a logo redesign, (business cards, letterhead, trade show displays) including the sub-branding needed for gift boxes, undersides of items, romance cards, etc.
- **Customer Service/Inside Sales Management.** Managed staffs of 5-6 persons. Assumed full oversight for all aspects of the department; sales motivation, production interface, problem solving, team building and large opportunity awareness.
- **Outside Sales & Account Management.** Managed and worked a physical territory as a factory sales representative. Areas were Los Angeles County, Orange County and San Diego County. Personally called on all levels of accounts throughout the territory. Opened new accounts, established call and reporting procedures to be later used by sales personnel who I

- would manage.
- **Production Management.** Oversaw all aspects of production, warehousing, QC and manual monthly inventory processes. Managed order prioritizing and labor distribution to complete assembly and shipment of orders on a daily basis. Handled all areas of personnel management.
- **Quality Control Management.** Created TQM program structured to award employee recognition while setting boundaries to discipline sub-par performance. Established procedures for a 100% product testing program.
- **Materials & Parts Management.** Maintained and ordered all raw materials and supplies for warehouse and shipping areas. Responsible for preventive maintenance of all machinery and work areas. Oversaw the inventories of small parts within the clock repair department.
- **Domestic Vendor Relations.** Handled all major negotiations and problem resolutions. Key contact in the relationship building process.

Industry

Earned both Certified Advertising Specialist (CAS) and Master Advertising Specialist (MAS) classifications. Majority of CEU's were earned at education days and 3 day education seminars

Served 4 years on the Board of Directors of Specialty Advertising Association of California (SAAC), during two separate terms.

Editor of the SAACTime newsletter for 2 consecutive years. Wrote over 50% of the copy for the newsletter on a monthly basis and edited all submittals. Average newsletter size was 10 pages, which contained no advertisements.

Served on the PPAI Editorial Advisory Committee for PPB Publications, along with several other industry leaders, company principals and upper management.

Published in PPB Magazine 5 Closing Call/ Guest Viewpoint columns. Article titles:

The Money Hath Found Us

Back into the S.A.R.

The Acquisition Story Never Told

Diary: A Trade Show Justice

Behind Every Great Company is a Miss Lynn

The Team of 'Seller'

Published in PPB Magazine, an 8-page feature article.

Title: *A Subculture Reborn*

Published in SAACTime newsletter, a 3-part series of articles.

A New Age Trade Show Dynamic. Spanning over a 3 month period, and written exclusively for the monthly newsletter, SAACTime

Community

Served on the Board of Directors and as President of Uptown Riverside Kiwanis Club. Represented the club as primary voting delegate at two international conventions in Indianapolis and Nice, France.

Graduate of the Dale Carnegie Course, Rancho Cucamonga, CA. Contributed an additional term as a graduate assistant instructor and mentor.

Member of Toastmasters International. Recipient of several recognitions for Evaluation and Table Topic presentations.

Served on Board of Directors of THAIS, Inc. (Thai Health and Information Services), a non-profit community-based organization dedicated to enhancing the quality of life of individuals and families in Los Angeles county through health and social services.

Received a certificate of Commendation from Mayor Hahn of Los Angeles for contribution to planning and execution of the Annual Thai Cultural Fair in Hollywood, CA.

Co-organized numerous Cultural Event Celebrations within the Thai Community of Southern California. Included the hiring of entertainment (locally-based and Thailand-based), drafting of agenda, interaction with Temple management, production of advertising posters, interaction with local media for PR and the arrangement and performance of the musical entertainment.