
SALES STRATEGIST

10+ years of sales experience. Ranked in the top 10% of sales professionals within each organization.

Aggressive drive for achieving results, combined with a proven talent for building and sustaining long-term relationships with business partners and colleagues.

Recognized as an effective communicator at all levels within an organization.

Consistently hit the ground running in new roles, producing exceptional results within a short period of time.

SKILLS & EXPERTISE

- CRM: Salesforce
- Cloud Computing: G Suite and Dropbox
- B2B Consultative Sales Approach
- Strategic Collaborations
- Communication
- Dependable
- Brand Building
- Mission Driven
- Collaborative Team Player
- Enthusiastic
- Multi-tasking
- Presentations & Proposals

PROFESSIONAL EXPERIENCE

Account Manager

May 2012 – December 2017

Established a successful custom sales channel for reusable bag company by combining two underserved channels focused on the promotional product industry.

- Exceeded 2015 yearly quota by 21%; the only sales channel to ever achieve this.
- Built most profitable sales channel out of 8 channels.
- Doubled total sales in channel developed; increased from \$428,000 in 2012 to \$864,000 in 2017.
- Developed new sales outreach strategy by targeting C-level executives at large corporations for group buys vs. calling on a multitude of individual offices all over the country.
- Increased sales by \$300,000+ with Promotional Product Distributors.
 - Established new sales channel solely for these Promotional Distributors.
- Directed daily tasks, trained and mentored support staff of one sales associate; met weekly to track progress of attaining monthly/quarterly channel sales goals.
- Spearheaded a sales associate training program for all new hires.
 - Wrote 10 calling scripts for 1st, 2nd and final calls; as well as suggested key points to share during each stage of the call.
 - Created 10 email templates to match the various scenarios that came up after each call.
- Pioneered approach on selling company mission vs. product; became company go-to expert.
- Generated business through prospecting, lead generation, cold-calling and qualifying opportunities in a variety of business sectors including technology, real estate, travel, media/entertainment, transportation and publishing.

1099 Sales Contractor – Project History

July 2004 – April 2012

NOTE: I worked remotely from my home office in Chico, CA for 8 years as an independent sales contractor while raising my two boys. Below is an outline of my work during this time.

Sales Consultant/Project Manager, SynMedia, Chico, CA

October 2009 – April 2012

Established partnership with SynMedia to bring in clients to the social media/marketing/advertising agency.

- Acquired Smucker Natural Foods (SNF) as a client within 6 months
 - This was the largest single client in company history at a contracted rate of \$6,000 monthly.
- Managed five social media accounts and built brand voices for each of the SNF national brands.
 - SNF brands: Santa Cruz Organic, R.W. Knudsen Family, Natural Brew Draft Root Beer, Red River Cereal and Recharge Sports Drink.

Sales Consultant, Serenity Homes, Chico CA

December 2005 – July 2008

Hired as a consultant to establish a sales process for manufactured home dealer.

- Created lead follow up process for sales team, which increased business by 50%.
- Established and ran weekly company-wide meetings, to help with implementation of Best Practices at all levels of the organization.

Mortgage Loan Officer (Various Companies), Chico, CA

September 2004 – August 2010

Worked remotely originating loans for local mortgage brokers, including Access Real Estate Lending, Diversified Capital Funding and Granite Loan Center.

- Received CA Real Estate License in November 2004: DRE License Number 01459989
- Oversaw entire mortgage process including application, origination, underwriting and closing.

Account Manager

February 2000 – July 2004

Commissioned to create a third sales territory for national QA/QC magazine with a 70,000+ C-level circulation.

- Built a third sales territory and developed it into the top performing sales channel for the company within 12 months.
- Launched sales program for e-Newsletters to clients; a completely new concept 18 years ago.

EDUCATION

Bachelor of Arts, Communication Emphasis: Media Arts; California State University, Chico | Chico, CA

VOLUNTEER EXPERIENCE

Chico United Fútbol Club, Registrar

January 2016 – Present

Sierra View Elementary PTA, Fundraising

August 2012 – March 2018

Silver Dollar BMX, Director of Events

May 2012 – October 2015