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## ACCOUNT EXECUTIVE

Experienced, and dynamic professional with broad experience in sales, and business management. Equipped with exemplary critical thinking, communication, customer service, and leadership skills. Strong leader with a unique balance of vision, planning, strategy, analytical, development and interpersonal skills.

- Sales Management
- Customer Relationships
- Team Development and Mentorship
- Retail Store Management
- Product Development
- Marketing
- Profit Growth
- Strategic Planning
- Competitive Analysis
- Employee Relations

## PROFESSIONAL EXPERIENCE

**Hanes**

**January 2019 – July 2020**

### **Sales Manager, CA-NV-AK**

Managed key accounts within my territory of California, Nevada, and Alaska. Top performer who excels at analyzing client needs, defining strategies for capturing new business, developing existing client base, and leveraging expertise in the competitive apparel market. Creative thinker who contributes skill with new apparel products via active participation in education, marketing, presentations, and demonstrates up-to-date knowledge of key trends. Excellent communicator among executives, peers, etc.

- Through customer building, and strong relationships saw an 18% growth with Alternative Apparel in the West Coast market.
- POS up 7% across all brands for my first year at Hanes in what was an already well established territory with major growth expected by Q4 of 2020 as the table has been set for major programs.
- Facilitated multiple million dollar programs across different customer bases from ASI to PPD's.
- Focused on telling the Hanes story to new, and existing clients on a daily basis via presentations to trade shows.

**TSC Apparel**

**March 2014 – April 2018**

### **Outside Sales Representative, Irvine, CA**

Generate new business as well as growing existing business within my California territory (Los Angeles County, Ventura County, Santa Barbara County, San Luis Obispo County, and Kern County). Maintain and build current relationships within my customer base, and work closely with my inside sales representatives. Currently manage over 2,700+ accounts.

- In 2017 I accomplished a company record of hitting my revenue & margin goal for 12 straight months, and earned 3 awards including the Outside Sales Rep of the Year (MVP).
- I was able to grow our established Los Angeles County revenue by 134%, and margin by 137% in 2017.

- Being new to the territory in 2014, I was able to achieve a revenue growth of over 61% as well as 225% dozens growth from previous year by being disciplined, tenacious and focusing on customer relationships.
- Consistently hit my CRM activities goal, and managed my expense budget to plan on a quarterly basis.
- Accomplished high volume growth in North Texas territory into record months, and carried that growth into the untapped Oklahoma territory.
- Facilitated a million dollar program that continues to prosper today.
- Consistently focused on prospecting, and seeking new accounts to increase name brand recognition and market share.

### **LendingTree Loans/Discover Home Loans**

**2010-2013**

#### **Senior Analyst-Lead Management, Irvine, CA**

Managed a \$1 Million dollar monthly budget for Discover Home Loans. As a senior Analyst, I was solely responsible for the profitability of the sales department, by purchasing leads that were distributed to the sales floor and analyzing ROI on a daily basis.

- Communicated with the executive team to ensure the business was consistently aligned with the market conditions and adjusted the volume of purchased leads as I deemed fit.
- Partnered with finance to ensure proper alignment of forecasted profit.
- Managed our internal lead routing system, and operated as a liaison between technology and sales.
- Created and maintained reports on a daily basis for the executive team.

### **NADA Appraisal Guides**

**2008-2009**

#### **Executive Sales-Advertising/Web Services, Costa Mesa, CA**

As the executive sales agent working for one of the largest publishers of vehicle pricing information, I was solely responsible for all online advertising sales. Acquired industry leaders such as Victory Motorcycles and Camping World through persistency & relationship building.

- Spearheaded the successful execution of all online requests for proposal (RFP's) for advertising agencies.
- Oversaw online advertising sales for all specialty verticals.
- Exhibited superior talents in selling Web Services, raw data, and Window Link products to banks, credit unions, dealers, insurance and finance companies.
- Participated in trade shows to acquire new customers from the automotive industry.

### **NationPoint (a Merrill Lynch company)**

**2000-2005**

#### **Operations Manager, Lake Forest, CA**

Managed a team of 14 employees that supported the highest revenue producing teams within the company. Averaged \$50Million+ a month in closings. Each individual team member carried 50-80 loans in their pipeline which I monitored throughout the process to ensure they met their rate lock or contract expiration dates.

- Monitored all employee to borrower interactions to ensure consumer experience was exemplary.
- Met with Sales leaders to develop goals, discuss monthly pipelines and assist with borrower relations.
- Collaborated with external vendors which included title companies, appraisal offices, attorneys, and real estate agents ensuring timely closing of loans.
- Conducted monthly one on one's to go over employee progress. Provided monthly goals, which also included performance improvement plans.
- Worked with HR on employee relations which included hiring, terminating, and promotions.
- Recruited top talent to join my team.

## **OTHER POSITIONS HELD**

### **DKNY, Mission Viejo, CA**

*Store Manager in charge of 8 employees with an emphasis on increasing sales by creating a loyal book of business, through top notch customer service.*

### **Marcello's Shoe Store, Newport Beach, CA**

*Opened and managed our family owned shoe store where I hired and trained 7 employees and quickly attained month to month growth in sales.*

### **Hugo Boss, Palm Desert, CA**

*Store manager in charge of all aspects of running a retail store from hiring, training, and merchandising. Oversaw 5 employees whom I mentored into management roles.*

## **EDUCATION**

*Associate Degree, Orange Coast College, Costa Mesa, CA*