

John Anthony Hogle “Buck”

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Summary

Accomplished promotional products specialist, marketing and sales professional with extensive experience in sales and marketing utilizing strong interpersonal skills to penetrate untapped markets with a proven ability to build a loyal client base. Well-versed in cost-effective branding and marketing programs to quickly drive market awareness and high-quality leads.

Experience **Sea Container Sales** New Waverly, TX

Sales & Marketing Manager

08/2017-1/2020

- Organized marketing campaigns via social media outlets
- Maintained, organized, and directed delivery schedule
- Inspected containers for integrity
- Maintained relationships and negotiated costs with suppliers
- Maintained cost versus profit analysis reports
- Worked with customers to provide containers that fit their needs
- Managed inventory via spreadsheets

VP Brand

TX

Sealy,

National Sales Manager & Key Accounts Manager

10/2014 - 02/2017

- Managed outside sales force by providing sales reports, developed education on products and services.
- Developed, qualified, and maintained industry partnerships with regional and national distributor accounts.
- Worked closely with distributor accounts to develop marketing strategies for their corporate clients and programs.
- Utilize industry related resources to qualify existing clients and future business prospects.
- Worked with the marketing and production departments to better enhance procedures and develop new products and services.

Headwear Professionals

Southern Sales Manager & Key Accounts

10/2014

Frederick, MD

07/2010 -

- Develop marketing strategies for a variety of clients while proactively creating balanced programs for clients to build their respective brands
- Ascertain which trade shows would be most beneficial to the company to demonstrate products and services to new and existing clientele
- Utilize PowerPoint and make telephone calls to lead daily vendor sales meetings to maintain client awareness, recruit new clients, sell product, network, identify needs, and outline benefits of the product
- Research sources for developing prospective customers and for information to determine their potential
- Supplies management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services

Falcon Headwear

Sales Manager

Willis, TX

04/2003 – 07/2010

- Accomplished marketing and sales objectives by recruiting, coaching, training, and counseling employees utilizing sales reports to determine sales expectations

- Oversaw outside sales representatives' performance through commission reports and accompanied them on sales calls.
- Improved product development with acquired licenses including Ford, Dodge, Chevrolet, Hooters, and Wrangler for distribution through Wal-Mart, JC Penny, and Bass Pro Shop
- Coordinated international communications with Oriental factories for product manufacturing

Languages

- Speak, read, and write fluently in English and proficiently in Spanish

Education

International School of Ministry

Associate Degree in Biblical Studies & Christian Ministry

Huntsville, TX

May 2008

References

References available upon request