

Charlotte Teddie McGinley
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EXPERIENCE

Sweda Company, New York

New York Sales Executive

September 2018 – June 2020

- Managed and facilitated sales growth of all distributor accounts in New York State
- Scheduled and conducted all sales meetings with all accounts in NYS territory
- Analyzed historical sale reports to generate regional account leads
- Designed and displayed company products at national and regional trade shows to increase sales and generate new leads
- Administered routine sales negotiations

Emerald Brand, Syosset, New York

Northeast Regional Account Manager

July 2017 – September 2018

- Responsible for developing and maintaining relationships within a growing customer base by educating them on Emerald's sustainability mission
- Create custom and cost effective sustainability programs allowing clients such as Michael Kors, American Express, Netflix, Live Nation, NBC, and Subaru to minimize their carbon footprint
- Analyze account data bi-monthly in order to consistently exceed sales goal growth
- Develop strong relationships with NE area distributors to maximize sales efforts in multiple channels

Chocolate Inn – Taylor & Grant, Hicksville, New York

Account Manager

September 2015 – July 2017

- Developed and maintained exceptional relationships with national distributors
- Represented the company at national sales events for various clients
- Utilized a CRM system to market and sell products to potential and existing customers
- Provided extensive product knowledge to service clients such as Google, LinkedIn, Amazon, and Disney
- Worked closely with the Resolution Team to identify and resolve customer issues

Eventful Productions, LLC, Roslyn, New York

Client Relations Manager

August 2011– September 2015

- Created and managed marketing and PR initiatives to drive new business
- Supervised all logistics for both intimate and large scale B2B and B2C events
- Handled vendor and client relations via RFPs and contracts
- Booked travel and entertainment arrangements for VIP clients
- Orchestrated all pre and post event meetings to analyze and improve our services

Arden Books and Films, East Hampton, New York

Event and Vendor Coordinator

May 2007 – June 2011

- Planned and coordinated film premiere events in both East Hampton and NYC
- Created and managed marketing initiatives including meeting with potential film distributors
- Increased film screening attendance by 3%-7% over the course of 4 years
- Provided hospitality (including rider fulfillment) for directors, actors, and producers

EDUCATION

LIU Post, Master of Business Administration – Marketing/General Management
Northeastern University, Bachelor of Science – Music Management