

CHRISTINE E. PERASSO

1056 North Calmgrove Avenue • Covina, California 91724 • 626-267-8808 ChristinePerasso@gmail.com

I am a professional, career-minded individual with over 19 years of Sales and Marketing experience as a National Account Manager. Determination and hard work are qualities that have allowed me to proactively build and maintain successful relationships with Distributor Partners, Vendor Relations, Sales Coordinators and Account Executives. As a creative thinker I provide answers and solutions to client requests while establishing an ease of business process. I have been responsible for managing 18 National Accounts. My sales have consistently exceeded company goals for the past 7 years. I was named Salesperson of the year in 2017. I am passionate about the Promotional Products Industry and would love the opportunity to bring my leadership and sales abilities to a new position.

PROFESSIONAL EXPERIENCE

Sweda Co, LLC, City of Industry, CA

September 2013-July 2020

Strategic National Account Manager

- 2017 Salesperson of the Year
- Consistently met sales goals. 2017 150% to goal, 2018 105% to goal, 2019 103% to goal
- Responsible for Relationship development and management of Strategic Accounts with annual sales volume of 4.8M
- Facilitated and negotiated yearly benefits and rebates for National Accounts
- Created and implemented successful Marketing plans for each client as part of the Strategic Sales plan
- Participated in product knowledge webinars
- Forecasted new product inventory
- Maintained Social Media accounts to promote products
- Evaluated and reported on Sales Quarterly
- Played a key role in increasing retention as well as satisfaction rates
- Interfaced with Distributors to introduce products, and bid projects
- Involved in product selection, research, and layout of 2014-2019 catalogs
- Built PowerPoint Presentations that creatively represent the products and helped Distributors to acquire business
- Accountable for meeting strict deadlines for delivery of goods
- Developed and maintains Co-op Programs tailored to meet the needs of the Customer
- Led a customer service team and assisted them in resolving problems and managing customer orders
- Maintained compliance requirements for Key accounts and End Users
- Attended and sets up major Trade shows and End User Shows within the Promotional Products Industry
- Traveled to end user shows, and National Sales Meeting for National Accounts

Calibre International, LLC, Irwindale, CA

January 2011-August 2013

Sales & Account Manager

- Handled Client relationship management functions
- Led business development and marketing efforts which expanded customer base
- Met with distributors to introduce products
- Processed all orders and acted as a liaison between Customer and Distributor
- Contributed to the implementation of promotional programs
- Cultivated positive and enduring relationships with customers
- Played a key role in increasing retention as well as satisfaction rates

Quality One, Custom Promotional Products, Covina, CA

April 2000–January 2011

Sales Manager

- Managed Promotional Company providing printing, embroidery, and custom promotional products
- Responsible for setting and exceeding monthly sales goals
- Initiated sales campaign strategies that increased sales
- Established product pricing and determined gross margins
- Met with customers to develop ideas for products
- Processed all orders and acted as a liaison between customer and Distributor
- Delivered finished products to customers in a timely manner
- Provided customer service to maintain existing accounts

State Farm Insurance Agent Chris Gordon, Arcadia, CA

January 1998-March 2000

- Management of staff overseeing sales & business development for Insurance Agent Chris Gordon
- Initiated sales campaign strategies that increased sales
- Personal Sales lead office in Auto, Fire and Life
- Processed all Insurance applications
- Processed customer claims
- Interfaced with State Farm Regional Office Underwriters
- Trained all office staff on sales and customer service
- Participated in Sales and Customer Service Training with District Manager Staff

Education

- University of Phoenix, Bachelors of Science Business/ Marketing in progress

Skills Apex, Constant Contact, Microsoft Office, Negotiating, Oracle, Sales, SAP, Social Networking