

# CHRISTINE KLEILER

1631 Whetstone Way Apt 207, Baltimore MD 21230 • 410.236.9026 • [ckleiler@gmail.com](mailto:ckleiler@gmail.com)

## OBJECTIVE

To obtain a position where my professional experience, education, and attributes can be utilized for achieving both company and personal career goals in the Advertising Specialties Industry.

## QUALIFICATIONS

With over 12+ years in the Advertising Specialties Industry, I am a true specialist in the field! I enjoy working with clients to creatively and strategically identify the appropriate products/solutions for a client to meet their goals, deadline & budget. I can source even the most obscure products and work directly with the top suppliers to negotiate better pricing, fast production times, free spec-samples and virutals – anything to meet my client’s needs!

I am extremely organized, detail-oriented, friendly & professional. Being able to prioritize, multi-task and communicate efficiently in a fast-paced demanding environment is a must!

Worked in the following programs: ESP, SAGE, Microsoft Word, Excel, PowerPoint, Pace, Quantum, DemandBridge, ProfitMaker and knowledgeable about programs in the Adobe Creative Suite.

## EDUCATION

LOYOLA COLLEGE – Baltimore, MD

2000 - 2004

Bachelor of Arts – Communications – Concentration in Advertising/PR

## PROFESSIONAL EXPERIENCE

IRONMARK – Annapolis Junction, MD

2018 - 2019

### **Promotional Product Specialist**

- Handled all aspects for Promotional Product Inquiries, Quotes, & Orders for all clients for 8 Sales Reps.
- As an “inside sales” role, I would up-sell and introduce new or unique products specifically targeted to clients daily.
- Educated clients on the wide variety of items we can offer and how Ironmark could be their one-stop-shop!
- Provided each client with exactly what they needed through all steps of the ordering process. From product ideas (client friendly links or ESP/SAGE Presentations) to samples, virtuals, spec-samples, quotes (domestic & overseas), proofs, tracking, etc.
- Entered each order in Pace and worked with the suppliers & clients on all necessary order details (proofs, shipping details, etc.).
- Provide my clients with a variety of promotional products to fit their specific needs and goals (giveaways, gifts, awards, direct mail, tradeshow displays/booths, corporate apparel, multiple component kitting projects, overseas projects, etc.)
- Handled all E-Commerce Sites for 8 of the Sales Reps that involved promo: Worked with the client on product selection & pricing, co-op pricing/setup with our vendors, coordinated graphics & information internally with the Graphics and E-Commerce Teams, as well as Fulfillment & Distribution.
- Handled Supplier Relations for the “Promotional Products” Suppliers of Ironmark. For 12+ years, I have grown and maintained excellent relationships with the reps of our top suppliers in the Advertising Specialty Industry.
  - Obtained EQP/Preferred Pricing and Perks such as free spec-samples & self-promos.
  - Maintained Preferred Supplier & EQP/Special Pricing Lists.

- Coordinated all internal meetings for Suppliers to showcase the “latest and greatest” and work with our Sales Reps on any current projects.
- Updated the Ironmark Showroom with free self-promos (chairs, large coolers, etc.) and free samples.
- Worked with our department to come up with Internal and External Self-Promo Ironmark Branded Gifts.
- Sent Ironmark Branded E-Blasts bi-weekly to the Sales Team to forward to clients or prospects.
- Brought on and handled my own accounts I have worked with throughout the years.

TRAY INC. – Glen Burnie, MD

2017 - 2018

**Director of Promotional Products**

- Ran the Promotional Products Division at Tray Inc. with my 10+ years of knowledge in the industry.
- Trained the employees in the Promotional Products Department Team.
- Guided and aided the Sales Team & Promo team in determining which vendor/s would be best to use for certain projects.
- Accompanied Sales People on Client calls as the “face” of Promo to answer any questions and direct the conversation in a productive manner.
- Maintained the Supplier Relationships I have built over the years and developed a list of Preferred Suppliers for Tray based on product and decoration quality, turn-time, customer service and competitive pricing (EQP or better) and would update and email out to the Sales & Promo Teams Monthly.
- Provided the Sales Team with fun and unique self-promo items to give to clients as well as catalogs and handouts from our Preferred Suppliers list (some would be branded with the Tray logo).
- Worked directly with the President of Tray and handled all of his Promotional Product Accounts.
- Sent out weekly Tray Branded E-Blasts to the Sales & Promos Team with current specials, trends, and “hot new items of the week”.
- Worked with Sales Reps to increase their Sales in Promo by recognizing opportunities within existing accounts as well as developing new ones.
- Wrote guidelines for sales reps when discussing promotional products with clients to streamline the conversation so we can provide them with the best solution for them in the most efficient manner.
- Organized the Promotional Product Showrooms with new samples for clients to see either at Tray or for Sales Reps to bring along to meetings.
- Maintained my own book of clients that I had carried over from my previous years in Sales and brought in new accounts for the president.

MAC MANNES INC. – Bethesda, MD

2011 - 2017

**Account Executive / Sales**

- Provide my clients with a variety of promotional products to fit their specific needs and goals (giveaways, gifts, awards, direct mail, tradeshow displays/booths, corporate apparel, multiple component kitting projects, overseas projects, etc.).
- Communicate on a daily basis with suppliers on pricing, large quantity/overseas quotes, samples, ideas and attend meetings where “new” and “different” products are introduced.
- Work with my clients and my suppliers through the entire ordering process. I show them ideas for items that will work for their particular project, then quotes and samples if needed. I work with the suppliers on getting quotes and after placing the order will send the proof to my client and follow up with tracking once it ships.
- I have grown my client base through networking, referrals and cold calling.

WEBBMASON – Hunt Valley, MD

2008 - 2011

**Promotional Marketing Counselor/Marketing**

- Assisted in the growth of the Promotional Products division for WebbMason from just under \$8 million to over \$10 million annually.
- Worked with Customer Service Reps, Sales Reps, and Clients in 10 out of 20 offices to provide them with new and innovative ideas relating to specific project goals via email, conference call, and meetings (including traveling to other states) and provided them with Promotional Product pricing and product selection for their RFPs.

- Developed and maintained supplier relationships through attending tradeshows, meetings, emails and phone calls on a daily basis. I would negotiate better pricing/EQP, setup pricing for online company store programs, and to obtain ideas, samples, virutals and pre-production samples for projects.
- As part of the Marketing Team, I participated in meetings regarding ways to market WebbMason as a whole as well as Promotional Products internally and externally and find ways to execute my ideas.
- Voluntarily developed an internal Online Company Store for Sales Reps to purchase WM Branded Products. Maintained inventory levels, worked with vendors on self-promotion pricing and developed the store into a revenue-generating sector within the company.
- Assisted clients in decisions regarding products to add to their Company Store. Negotiated better pricing with Suppliers on these products.
- Developed and maintained vendor relationships to achieve a more competitive discount on both a project basis and overall.
- Traveled to new offices to give Webinars on “How to Sell” promotional products to clients and met with their clients as an Industry Expert.
- Attended Tradeshows and Meetings to keep on top of Industry Trends and Products.
- Maintained a Vendor Catalog and Kit section on the Online Company Store. Selected Preferred Suppliers, whose catalogs showcasing new products we would receive and put on the internal Online Company Store. Maintain a healthy inventory level of the catalogs and notify all Sales and Customer Service Reps when new and updated catalogs and kits were available.
- Sent WebbMason Branded Email Blasts out internally on weekly basis to provide the Sales Force with the most relevant and best sales or new item notifications that I was receiving as a Promotional Marketing Counselor.
- Created a Showroom so client’s could view and “touch and feel” Promotional Items. Sketched and presented designs/layouts of a new showroom WebbMason is building to the CFO. Contacted and met with contractors to get quotes and work within budget.
- Organized the first Promotional Products End User Show to clients held at the WebbMason Facility. Helped with all aspects including: selecting, working and placement of vendors for the show; invitations including direct mail, website, and email; and all self-promo giveaways/ raffle items for the day of the show.
- Presented Ideas and worked with vendors on pricing for WebbMason tradeshows, conferences, internal events as well as other companies owned by WebbMason for their tradeshows, conferences, and brand launches.

SPECWORKS, INC. – Baltimore, MD

2007- 2008

**Account Executive**

- Maintained existing client accounts through daily contact including emails, phone calls, providing quotes and marketing ideas, and attending client meetings.
- Researched and provided clients with promotional items to fit the budget, timeframe and achieve their marketing goals.
- Developed new accounts through acquaintances, leads, and cold calling.
- Represented SpecWorks at a Tradeshow (SHRM in Las Vegas, NV) by speaking to potential clients about the ways they can use promotional products in the Human Resources Department. Obtained many leads.
- Entered and followed up with orders on a daily basis from receipt of order through proofs to tracking information.
- Developed and maintained supplier relationships through emails, phone calls, and meetings.

THE AVE CORPORATION – Towson, MD

2005 - 2007

**Assistant to the Chief Operating Officer**

- Develop concepts, design, and facilitate the production of materials through the entire marking process.
- Build and maintain client and vendor base on a daily basis through calls, meetings, and presentations.
- Traffic collateral internally and externally to meet or exceed client deadlines.
- Work directly with vendors to minimize production costs while insuring the highest quality products to fit with our client’s budgets.

MERRICK + TOWLE COMMUNICATIONS – Beltsville, MD

2004 - 2005

**Creative Coordinator**

- Assisted the Creative Director in concept, design, and production of a variety of Campaign Materials.
- Organized meetings and collaborated as the liaison between the Creative Staff, Sales Staff, and Vendors.
- Assisted Account Executives in Project Management with Clients and Vendors.
- Organized and directed all aspects of a photo shoot for client's advertisements and brochures.

WUNDERMAN – Sydney, Australia

SUMMER 2003

**Internship**

- Wrote Creative Briefs for both internal and external use through extensively researching relative markets.
- Conducted internal and external meetings on both the Creative and Sales Side.
- Designed Banner and Pop-Up Advertisements.

\*REFERENCES AVAILABLE UPON REQUEST