

CYNTHIA L. MANN

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EXPERIENCE

MAY 2016 – MARCH 2020

MAC SPECIALTIES LTD – CUSTOMER SERVICE/INSIDE SALES

- Customer quoting and facilitating customer mockups with the art department
- Educate clients on the benefits of using our products
- Phone sales and client office visits
- Tradeshow booth attendance to present product line to attendees
- Marketing to customers for reorders
- Working knowledge of Netsuite by Oracle, Microsoft Word, Excel and Powerpoint, Outlook, Google Documents and Gmail

JANUARY 2014-SEPTEMBER 2015

ADVERTISING SPECIALTY INSTITUTE – SUPPLIER ACCOUNT EXECUTIVE

- Develop advertising programs for promotional product suppliers based on their needs including, print and digital media.
- Service client accounts on a daily basis, following through from the conception of the sale until the ads publish.
- Educate my clients on the benefits of advertising in each of our products and determine the best program to suit their objectives.
- Create and implement marketing programs to increase sales activity.
- Attend trade shows to educate, sell and network with clients and prospective accounts.
- Phone sales and client office visits
- Working knowledge of Goldmine, Microsoft Word, Excel and Powerpoint.
- BASI designation

JANUARY 1996 – JANUARY 2014

ADVERTISING SPECIALTY INSTITUTE – SPECIAL PROJECTS ACCOUNT MANAGER

- Same as above in a more product specific role
- Specialize in the sale classified ads, directory ads and point-of-purchase advertising

JANUARY 1996 – JANUARY 2014

ADVERTISING SPECIALTY INSTITUTE – SPECIAL PROJECTS ACCOUNT MANAGER

- Designed a system to track sales dollars each month to evaluate performance of company sales reps
- Reconcile sales to pay commissions for company sales reps
- Spoilage investigation to find ways to reduce spoilage dollars

- Member of Quality Control/Credit Committee to determine fail resolution to client disputes.

EDUCATION

1988 – 1991 PHILADELPHIA UNIVERSITY – PHILADELPHIA, PA

BACHELOR OF SCIENCE DEGREE IN ACCOUNTI WITH MINOR IN PSYCHOLOGY

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.