

## DELL PINKSTON

Smyrna, Georgia

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### *Career Summary*

**A top-producing sales professional who is** client-driven, motivated, and focused on creating profitable accounts. 20+ years experience in increasing revenue in the promotional products industry. My clients have included Fortune 500 companies in food, beverage and entertainment industries. Expertise includes creating account strategies, cultivating new account relationships within established accounts, driving incremental sales from existing accounts, and creating customer value. I have a strong understanding of the business relationship between manufacturers, distributors, and end users. I have the respect of clients for being their "Brand Fan" and "Brand Protector." They trust me to deliver superior account leadership through innovative products, within budget, and on-time delivery.

### *Professional Sales Experience*

#### **Touchstone Merchandise Group, Smyrna, GA – Global Account Director 2018 - March 2020**

Responsible for building a strategic relationship and profitable sales on the Kroger Account

- Oversaw and led all aspects of account management for Kroger
- Created and implemented account plan and strategy to deliver \$2MM in business in 2018
- Identified and engaged new clients by educating them on new innovative product ideas to support their initiatives
- Coordinated economies of scale for client initiatives with multiple buyers, nationally
- Strategically drove client's annual national imperatives and manage day to day projects
- Provided direct client feedback for online stores through quarterly reviews
- Managed utilization of all shared services with Touchstone
- Collaborated with Touchstone's internal departments and client stakeholders to provide branded merchandise solutions to enhance the client's brand and marketing initiatives
- Sales lead for 11 Kroger Divisions
- Created & implemented 7 Online Employee Recognition Programs

#### **Bensussen, Deutsch, and Associates, Atlanta, Georgia – National Account Manager 2016-2017**

Led the Coca-Cola branded merchandise business

- Successfully grew client base by 40%
- Created and implemented account plan and strategy to target high leverage clients
- Developed business goals, strategies and tactics to expand Sales by 10%
- Managed Account Operations Teams with daily meeting to discuss all current and future projects
- Managed projects from ideation to completion
- Developed creative solutions for client's branding needs
- Managed client's monthly and quarterly reports

**SUMMIT GROUP, INC., Smyrna, Georgia – Account Manager** **2012-2016**

*Clients: The Coca-Cola Company, Coca-Cola North America, Coca-Cola Bottlers*

- Identified and cultivated strategic relationships with over 25 new clients
- Consistently grew billed sales and gross profit by double digits from 2013-2015
- Accountable for quality on all deliverables, managing internal and external resources
- Drove the business plan and delivered results through assigned business channels

*Awards & Recognitions:*

- 1<sup>st</sup> in Billed Sales and GP for the Coca-Cola Account Team in 2014 and 2015
- Million Dollar Salesman in 2015
- Chairman's Club Winner in 2014 and 2015

**INSIGNIA PROMOTIONS, LLC, Alpharetta, Georgia – Account Executive** **1997-2012**

*Clients: The Coca-Cola Company, Atlanta Braves, Atlanta Spirit Group, and Church's Chicken*

- Led client relationships on the Coca-Cola Dasani and Military teams. Achieved a consistent record of annual sales growth through proactive, collaborative management of these accounts.
- Defined promotional products for the Dasani Plant Bottle RPET program (Earth Day and College Channel). Develop premium items to support promotional programs for Military commissaries.
- Negotiated vendor pricing and coordinate production schedules with domestic and international suppliers
- Defined profit targets for each project and analyze sales trends to ensure balanced mix of products to maximize profit
- Established a traveling road show to Coca-Cola Sales Centers across the country to establish our relationship throughout the Coke system
- Generated \$1.7 Million in sales during leadership for Atlanta Braves account
- Account lead responsible for developing all consumer and internal giveaways for Church's Chicken account

*Awards & Recognitions:*

- Top 20 Account Executive out of 100 Account Executives in 2006 and 2007
- Top 10 Account Executive out of 100 Account Executives for 2005
- Awarded Organization's Best Program Manager Award for 2005

**TURNER BROADCASTING – Media Content Coordinator** **1991-1997**

Established relationships with and provided critical content to the media sales organization.

*Community Service*

Board Member, Smyrna Little League Baseball

**2009-2017**

Co-Founder and Program Director of Smyrna Slammers Travel Baseball Program

**2009-2017**

*Education*

**MS**, Management of Technology, Southern Polytechnic University

**BBA**, Production Operations Management, Georgia Southern University