

DWIGHT P. PINSON

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SUMMARY OF QUALIFICATIONS

Highly motivated, customer focused sales professional with expertise in working in competitive selling environments. Proven ability to analyze business practices and execute strategies to increase market share and build brand awareness. Established client relationships and network. Seasoned leader in forecasting sales with accuracy, streamlining costs, analyze market penetration, provide market research, motivate/challenge others to achieve set goals, and drive revenue growth and profit margins to new heights.

Key Strengths:

- Business Development
- Client Relations
- Communication
- Cross Collaborating
- Problem Solving
- Strategic Planning
- Defines Target Goals
- Team Mentoring
- Account Management
- Project Management
- Leader/Self Starter
- Organizational Skills

PROFESSIONAL EXPERIENCE

2013 - Present

Taylor Communications

Picayune, MS

Account Manager

Managed the B2B sales/positioning strategies, strategic planning, pricing, proposal sourcing/completion, marketing collateral, and revenue gains to significantly enhance the sales revenue and overall profitability of Staples across the Louisiana and Mississippi Casino markets.

- Achieved **\$950K** in annual territory sales by providing skilled customer relationships to develop solid pipelines and ensure continued customer service and loyalty.
- Cultivated new business and gained new contracts by utilizing my networks and business development techniques.
- Created sales lead assessments to engage in an organized pursuit plan/strategy to maximize capital returns on all marketing investments.
- Developed annual comprehensive sales plans to accurately achieve business unit sales objectives and forecast sales
- Identify and grow opportunities within current portfolio by 10% YOY.
- Team sell for the increase value of traditional print and promotional products within accounts.

2005 - 2013

WorkflowOne

Slidell, LA

Account Manager

Assist customers in their efforts to achieve the right balance between print and digital communications, and to deliver the optimal output method for their delivery channels. Responsible for researching and resolving questions ensuring that client expectations are met. Extensive knowledge of budgets, campaign analysis, result measurement, and calculating marketing ROI for each client.

- Responsible for growing annual territory sales of **\$866K** through customer retention and customer relations.
- Developed organic growth opportunities in a highly competitive marketplace by researching and analyzing individual prospects' requirements, decision processes, and business cycles to engage clients with services that met their specifications, objectives and goals
- Created customer business reviews to identify areas of improvement and potential growth.
- Represented WorkflowOne at tradeshow and industry network events.
- Mentored and trained new hires on WorkflowOne solutions and selling objectives.
- Collaborated with other departments for marketing and implementation of accounts; Act as the voice of the customer internally.

2003 - 2005**WorkflowOne****Slidell, LA*****Account Correspondent – Document Management Division***

Led business development and key account management activities to promote various printing products and services to a variety of clients across multiple industries while working from virtual office spaces.

- Liaised with prospective and existing clients to identify needs, promote appropriate products, close sales, and increase team sales revenue
- Created and implemented programs to increase sales and productivity: including sales volume, consumer loyalty/penetration, employee hiring/retention, and business-to-business development
- Effectively applied key account management skill sets to create new markets/accounts, increasing team revenue

1996 – 2003**Mele Printing****Covington, LA*****Customer Service***

- Responsible for estimating one, two, and four color process jobs
- Order entry and job tracking
- Managed certain dedicated clients within my assignment to help maintain customer loyalty

2000 - 2002**Mele Printing****Covington, LA*****Branch Manager - Satellite Location***

Managed the day to day operations; including scheduling of jobs on both black/white digital and digital color machines

- Managed staff of three direct reports
- Achieved record monthly sales for seven consecutive months
- Entrusted with key accounts to retain customer loyalty and to maximize account penetration

1991 - 1996**Dudley Smith Printing****Slidell, LA*****Customer Service***

- Responsible for estimating one, two, and four color process jobs
- Order entry and job tracking
- Managed certain dedicated clients within my assignment to help maintain customer loyalty
- Bindery and finishing work including, folding, saddle stitching, cutting, padding, numbering, wrapping, and laminating
- Adjusts binding equipment

1988 - 1991**A to Z Paper Co.****New Orleans, LA*****Customer Service***

- Assistant press operator Halm Superjet Envelope press
- Pulled stock for daily schedule
- Quality control and packaging
- Mixed ink for special colors
- Maintained water / ink solutions for form rollers on press
- Burned plates from negatives
- Maintained printing quality levels and standards
- Monitors machine control panels and machine operation to identify pressing problems and detect irregularities
- 1989 Certified by Halm Industries as press mechanic.

CAREER HIGHLIGHTS

Winner: President's Club (2007) - Achieved 130% of annual quota.

TECHNICAL SKILLS/CONTINUAL TRAINING

Technical Skills:

Microsoft Office (Word, Excel, PowerPoint, Outlook), Internet Explorer, electronic mail, text messaging, Adobe Acrobat, Oracle, Social Media (LinkedIn).

Continual Training:

Selling/Account Management Skills, Sales Readiness, Value Selling, Asset Management

References Available Upon Your Request