

# ELAYNE BELL

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## SUMMARY

Versatile, self-motivated, results-oriented professional, experienced in Promotional Products and Corporate Apparel B2B sales, Account management - inclusive of online store programs and onboarding / implementing new clients. Entrepreneurial drive compliments ability to develop and execute sales and marketing strategies, identify customer needs and present effective solutions. Enthusiastic individual who takes pride in developing and maintaining excellent customer, colleague and vendor relationships. Strong analytical and presentation skills. Overall, successfully balances customers core business needs, the market's expectations and the company's profit objective.

## PROFESSIONAL EXPERIENCE

**Expertise** • Account Management • Sales/Consulting • Client/Vendor Relations • Online store Management  
• New Client Implementation • Strategic Sourcing • Events/tradeshows • Creative Marketing Solutions

2018 - 2020 **Strategic Account Manager (Global Accounts) CORPORATE IMAGING CONCEPTS, Chicago, IL**

**Overview.....** Management of the corporate relationship with clients and CIC. Provide creative ideation to drive revenue growth and penetration within assigned account base. Build successful partnerships with client business leads to expand opportunities by identifying branding and marketing solutions within the branded merchandise, promotional products and corporate apparel space.

- Weekly Meetings and presentations with key account stakeholders to grow relationship, drive sales and insure excellent customer experience
- Provide leadership and direction to all internal departments that support customer inclusive of customer success, accounting, finance and warehouse distribution – to insure client needs are met
- Proactively recommend new product ideas to drive brand objectives for online store and special order/event needs
- Collaborate with customer success to insure effective inventory replenishment and turns for online store programs
- Engage with business development onboarding new clients inclusive of forecasting and new online store program implementation
- Develop and execute annual client marketing plans
- Sourcing, procurement and price negotiations associated with Promotional and Wearable items with new and existing suppliers and deliver process efficiencies– domestic and overseas
- Participate in onsite client events and industry trade shows
- Prepare client business reviews and lead strategic discussions at reviews

2016 - 2018 **Strategic Account Manager (Enterprise Accounts) STAPLES PROMOTIONAL PRODUCTS, Chicago, IL**

**Overview.....** Management and ownership of the corporate relationship with clients/subsidiaries and SPP. Develop strategic business plan to drive revenue growth and penetration within assigned account base. Build successful partnerships with client business leads to expand opportunities by identifying branding and marketing solutions.

- Meetings and presentations with key account stakeholders to drive sales and insure excellent customer experience
- Provide leadership and direction to all internal departments that support customer inclusive of account services, merchandising, accounting, customer service – to insure client needs are met
- Responsible for sales budgets and margin attainment – Received award in 2017 for performance over budget – 106% to plan.
- Negotiations of new contracts and extensions and internal execution of contract terms

- Recommend new product ideas to drive brand objectives for e-store Program and special order
- Sourcing, procurement and price negotiations associated with Promotional and Wearable items with new and existing suppliers and deliver process efficiencies– domestic and overseas
- Participate in onsite events, site sales and trade shows
- Manage client business reviews and lead strategic discussions at reviews
- Work with other lines of business to introduce and drive incremental revenue opportunities

Feb – Dec 2015

**Senior Account Executive COTTON CANDY GLOBAL MARKETING, Chicago, IL**

**Overview.....**

Sales of strategically focused, branded merchandise for promotional purposes and corporate brand reinforcement to Enterprise and Transactional accounts. Management of Sweepstakes and fulfillment programs.

- Proactively and reactively identify and source product to fit the clients brand, budget and timing
- Develop successful relationships with key decision makers to increase opportunities by identifying needs and production solutions
- Oversee day to day of multiple accounts – Ideation, procurement, production, and logistics

2009 - 2015

**SR Promotional Products Manager (Enterprise Accounts) INNERWORKINGS INC, Chicago, IL**

**Overview.....**

Responsibilities included creative ideation, sourcing, procurement and selling most innovative products and delivering client jobs on budget, on time and with the highest level of customer service in the most cost effective manner. Onsite at Enterprise Account – Advertising Agency/Marketing Firm (2009-2012)

- Build successful partnerships with client business leads to expand opportunities by identifying branding and marketing solutions
- Oversee and facilitate procurement, production, shipping and billing of multiple clients jobs
- Supplier sourcing, procurement and price negotiations associated with Promotional and Wearable items with new and existing suppliers and deliver process efficiencies– domestic and overseas
- Proactively engage the customer to ensure that all needs are being met
- Management and development of online store programs

2005 - 2009

**Consultant JOB GIRAFFE (FORMERLY - PAIGE SERVICES), Chicago, IL**

**Overview.....**

Sales position focused on maintaining and growing client base while generating new business through prospecting industry and geographic territories. Solicitation of new business through B2B cold calling, professional networking, devising creative & effective sales approaches & solutions. Presentations of programs and value added services. Negotiation of contracts and terms of agreement. Account management. Skillfully closing sales.

2001 - 2005

**Account /Program Manager CINTAS CORPORATION, Chicago, IL (“The Uniform People”)**

**Overview.....**

Account management of existing \$10 million account portfolio. Consultative sales. Strategic planning of sales & marketing initiatives. Development & implementation of uniform and promotional product programs. Sales analysis and forecasting. Training of sales team to ensure effective communication to franchisees and end users. Customer relationship management. Research & development of new business opportunities within the Hospitality Industry. Consultation and installation of new Hotel openings. Execution of special events, trade shows and conventions to drive account-specific objectives. Managed brochure design and advertising efforts. Preparation & presentation of annual account reviews.

## EDUCATION

McGill University, Montreal, Canada - completed undergraduate courses.

*Excellent references available upon request*