

Hope Robinson

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EXPERIENCE

CORKCICLE, LLC – Orlando Florida

Sales Manager, Gift

March 2020*

*Was laid off due to COVID-19 and a company-wide reduction in force

- Sales manager for US and Canada gift division
- Managing and training sales reps in multiple territories
- Assisting in strategizing and planning upcoming trade shows

CoasterStone – Carmel, IN

National Sales Manger

December 2015 – March 2020

- National Sales Manager for gift industry and promotional products
- Managing and Training of 100+ sales reps across the country
 - Responsible for hiring rep groups/terminating rep groups as needed
 - Training sales reps on selling of product in gift and promotional products industries
 - Attending appointments with sales reps for new and existing customers
 - Setting sales goals and strategies to achieve them
 - Quarterly meetings with sales reps to discuss sales numbers and growth
- Coordinating of Marketing Efforts
 - Negotiating contracts for marketing efforts in the gift and promotional product industries
 - Coming up with marketing strategies
 - Analyzing effectiveness of marketing efforts
- Coordinating national/regional trade shows
 - Negotiating contracts and booth space
 - Designing booth/showroom displays
 - Coordinating travel arrangements
 - Scheduling shipping of product
- Attending and working national/regional trade shows
 - Attending multiple promotional products and gift trade shows
 - Traveling approximately 4 months out of the year
 - Set up and tear down of booth displays
 - Presenting new product
 - Generating sales for new and repeat customers
 - On hands training with sales reps
 - Managing leads and follow-up after trade shows
- Overseeing and managing key/national accounts
 - Scheduling appointments and cultivating relationships with national buyers in promotional products and gift industries
 - Creating special programs and proposals for national buyers
 - Negotiating contracts/pricing at the corporate/national level

2 Monkey Trading – Orlando, FL

National Sales Manager

April 2015 – December 2015

- National Sales Manager for sporting goods/gift novelty products
- Coordinating and attending national/regional trade shows
 - Negotiating contracts and booth space
 - Coordinating travel arrangements
 - Scheduling shipping of product
- Attending and working national/regional trade shows
 - Attending multiple sporting goods and gift trade shows
 - Traveling approximately 4 months out of the year
 - Set up and tear down of booth displays
 - Presenting new product
 - Generating sales for new and repeat customers
- Overseeing and managing key/national accounts
 - Scheduling appointments and cultivating relationships with national buyers
 - Creating special programs and proposals for national buyers
 - Negotiating contracts/pricing at the corporate/national level
- Managing and Training of 100+ sales reps across the country
 - Responsible for hiring rep groups
 - Training sales reps on selling of product
 - Attending appointments with sales reps for new and existing customers

The Naked Bee – Orlando, FL

National Sales Manager

December 2013 – April 2015

- National Sales Manager for all-natural, organic-based personal care company
- Coordinating of national/regional trade shows
 - Negotiating contracts and booth space
 - Submitting all necessary contracts and paperwork
 - Scheduling shipping of product
 - Travel arrangements for all trade shows
- Attending national/regional trade shows
 - Setup and teardown of displays
 - Presenting new product
 - Generating orders for new and repeat business
- Managing and training of 100+ sales reps across the country
 - Assisting sales reps with sales for new and existing accounts
 - Training new sales reps
 - Completing all new vendor paperwork for newly acquired accounts
- Acquiring and managing national/house accounts
 - Meeting with national buyers
 - Negotiating contracts at the corporate/national level
- Creating newsletters and presenting new product and policies
- Qualifying sales leads and sending lead to sales reps
- Processing catalog and sample requests
- Compiling data and creating sales reports in Excel

Squire Boone Village – Winter Park, FL

Assistant Sales Manager

January 2010 – December 2013

- Assistant Sales Manager for Specialty Gift, Souvenir and Candy company
- Coordinating and attending national/regional industry trade shows
 - Setup and teardown of displays
 - Presenting new product
 - Generating orders for new and repeat business
- Creating newsletters presenting new product and sales policies
- Point of contact for all sales representatives
- Compiling data and creating sales reports in Excel
- Analyzing customer sales history
- Qualifying sales leads
- Seeking out and sending all sales leads to sales reps
- Processing sample requests
- Resolving and documenting customer issues
- Researching and tracking deliveries of product to customers
- Travel arrangements for all upcoming tradeshow

Social Media Manager

January 2010 – December 2013

- Responsible for creating and managing all social media accounts
- Generating interest and sales via all social media outlets including Facebook, Instagram and Twitter
- Connecting with customers, sales reps and other industry professionals via social media
- Uploading photos and posting statuses to generate activity at trade shows

EDUCATION

University of North Florida – Jacksonville, Florida

August 2001 – May 2005

Bachelor of Science – Criminal Justice

Eau Gallie High School – Melbourne, FL

August 1998 – May 2001

High School Diploma

SKILLS

Proficient in PC applications including Microsoft Excel, Word, Outlook, PowerPoint and Quickbooks as well being very familiar and active with all social media outlets

References and Salary Requirements Available Upon Request