

## Profile: National Accounts Manager — Promotional Products Industry

**Key Revenue Driver for Promotional Products, Branded Merchandise & Corporate Gifts**  
*Set & Maximize Sales Strategy ... Manage 50 of the Top National Accounts ... Drive YOY Growth*

Energetic sales executive with 12-year track record of increasing business and expanding accounts. Uphold a unique level of loyalty with clients by building tremendous relationships, educating on sales strategies, and servicing client accounts with a high-touch sales approach. Exceptional client partner and sales presenter. Known for a high level of dedication, top work ethic, and passion for promotional products sales.

— Build Key Relationships Hailed as Drivers for Outstanding Revenue Growth —

**Deliver Consistent Top Sales Achievement, Affecting Market Share, Competitive Edge & Sustainable Product Fit. Excel in Identifying Market, Product & Sales Trends.**

### Core Competencies Include

Strategic Sales Leadership • National Account Management • Networking & Relationship Building  
Distributor Relations • Tradeshows & Events • Sales Analysis • National Pricing Agreements  
Creative Promo Marketing • Brand Enablement • Project Management • Target Account Strategies

## Sales Performance Experience

**C2T Corporation dba Your Custom Bag Solution** | Upland, CA  
**NATIONAL SALES MANAGER** | 2016 – present

Generate revenue growth through strategic planning, goal setting, and business development with distributors. Revitalize stagnant accounts through frequent visits to rebuild relationships and win back business. Travel up to 30 weeks per year to represent company at industry tradeshows nationwide and visit lost, existing, new, and prospective customers across the country. Interface with California office to process customer orders. Relocated to Chicago to optimize national sales coverage.

- **Spearheaded successful turnaround:** more than tripled the number of customers from 29 to 119 with 60 new customers and 20 won-back accounts, contributing nearly 20% of total annual sales in first full year (2017).
- **Created new brand identity**, “Your Custom Bag Solution,” and **built awareness in crowded bag category** by launching rebranding effort that involved selecting / contracting international agency to create new logo and branded print materials / website content. Now leading design / production of 2018 print brochure and e-catalog.
- **Initiated SAGE pay per click program that generated 72% of all new orders in 2017.** Developed plan to double 2018 investment in SAGE due to proven performance in first year of implementation.

**Universal Strap, Inc. (WOV-IN Line, Promopet Line)** | Jackson, WI  
**NATIONAL ACCOUNTS MANAGER** | 2006 – 2016

Drove sales of promotional products to national distributors. Met with key decision-makers and partnered with clients to create promotional products tailored to their brand and target audience. Visited all national accounts, deepening relationships, educating sales teams, showcasing product offerings, quoting pricing, and providing samples. Juggled numerous projects and 22 weeks of travel per year.

Sold to top promotional product distributors, including Jack Nadel, Axis Promotions, EPROMOS, Promoshop, Inkwell Global Marketing, MadeToOrder, Summit Group, Business Innovations, and Innerworkings.

- **Accelerated revenue across all promotional product lines** and generated rapid new and existing business growth in distributor companies, setting a high standard emulated by peers.
- **Gained invitation-only entry to Exclusive Meeting Events (EME)**, a premier industry event for top producers — minimum \$2M/year for distributors, \$500K/year for sales associates. Presented 45+ private 20-minute meetings with managers 2X/year over 3 years. Conducted several months of business at each 3-day event.
- **Captured 125+ new active accounts through EME.** EME accounts produced **\$450K in new revenue** from 2013 to 2016. Graduated 27 EME accounts to national account status.

- **Drove average 10-15% YOY growth** in all accounts; 25% YOY growth in EME accounts alone.
- **Optimized potential of national accounts**, expanded and managed the national account base year after year. Increased overall customer base by 300 accounts.
- **Increased sales by educating distributors** and brainstorming on creative end-user samples with account executives nationwide. Conducted proactive needs assessments on target audiences informed by market research. Provided detailed observations and consistent follow-up.
- **Attended 6 major national and regional tradeshow annually**, in addition to EME events, and networked with top distributors in the industry.

## Education

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

**Bachelor of Arts**

*Highest Honors • Valedictorian • Phi Alpha Theta & Alpha Lambda Delta National Honor Societies*

## Technical Skills

ACT, Goldmine, Microsoft Office (Word, Excel, Outlook), online research