

# JULIE ZAVALA

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## Summary

Promotional products account executive that has worked with large and small businesses to turn marketing ideas into branded products to increase visibility and sales. I excel in servicing current accounts with a commitment to excellent customer service, attention to detail, planning and prioritizing for each event and meeting the specific needs of each client.

## Work History

**Account Manager**, 01/2011 to 03/2020

**Darling Promotional Products** – Austin, TX

- Established client satisfaction by working remotely with company team members
- Procured new client relationships
- Provided extensive support in sales, customer service and business areas to key accounts
- Assisted clients with producing creative RFP's with products that met client expectations
- Secured high-volume accounts through consultative selling, effective customer solutions and promoting business opportunities
- Addressed problems with accounting, billing and service delivery to maintain and enhance client satisfaction
- Worked closely with company owner, offering support and assistance during the start up of Darling Promo, growing sales from \$450,000 to \$4.5 million in 8 years

**Sales Specialist**, 12/2018 to 06/2019

**Estilo** – Austin, TX

- Provided first-rate service to all clients and potential clients
- Placed special merchandise orders for clients
- Maintained established merchandising standards, including sales floor and promotional displays
- Worked closely with management to enter new inventory into Shopify.com system and to ensure items were merchandised correctly

**Co - Owner**, 2005 to 06/2018

**Hill Country Floors** – Marble Falls , TX

- Managed day-to-day business operations, including accounting, finance, HR, marketing and public relations
- Recruited, hired and trained initial personnel, working to establish key internal functions and outline scope of positions for the company

**Assistant to Owner - Part Time** , 12/2010 to 12/2011

**Marble Falls Embroidery** – Marble Falls, TX

- Website support and maintenance
- Assisted customers with orders
- Operated and ran embroidery machines
- Worked with owner in all aspects of business
- Maintained social media accounts

**Area Sales Manager**, 09/1996 to 04/1999

**Foley's / May Co.** – Austin, Texas

**Barton Creek Mall**

Petite Sportswear, Young Attitudes Collections and Better Sportswear

**Area Sales Manager**, 09/1993 to 08/1996

**Foley's / May Co.** – Austin , TX

**Highland Mall**

Dresses, Seasonal Wear and Juniors

- Maintained growth and development of various departments, ranging from 2.5 to 5 million dollar annual sales
- Analyzed and reacted to sales to stock ratios
- Supervised and developed sales associates
- Trained executive trainees for management positions
- Worked closely with store management team to ensure store growth
- Executed and maintained specific corporate merchandising directives
- Planned and executed biannual inventory

## **Industry Knowledge & Interests**

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|---|---------------------------|
| • Account Management                        | • Social Media Experience |
| • Client Development & New Account Creation | • Corel Draw              |
| • Cost Reviewing                            | • Quickbooks              |
| • Order Management                          | • Sage Online             |
| • CRM Systems                               | • Microsoft               |
| • Trend Forecasting                         | • Photography             |
| • Promotional Marketing                     | • Event Planning          |

## **Education**

**Bachelor of Arts:** Fashion Merchandising/Business Administration , 05/1991

**Eastern Illinois University** - Charleston, IL