

JULIE RUSSELL

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SUMMARY

Dynamic, top-producing, results-oriented, motivated, professional leader with 20 years of experience in Sales, Account Management, Marketing and Customer Relationship Management. Focused on maximizing and driving sales, improving profitability and building/maintaining strong customer relationships.

Hard Skills: Selling (expert), Marketing (expert), Merchandising (expert), Purchasing (expert), Project Management (advanced), Data Analysis (advanced), Resource Management (expert), Customer Relations (expert)

Soft Skills: Leadership (expert), Problem Solving (advanced), Communication (expert), Creativity (advanced), Critical Thinking (advanced), Collaboration (expert), Strong Work Ethic (expert), Strategic Business Planning (advanced)

Core Competencies: Adaptable, Flexible, Reliable, Decision-maker, Detail-oriented, Social Skills, Empathy, Persuasion, Negotiations, Training, Team Building, Highly Organized, and Effective Writing and Presentation Skills

STRENGTHS

- Corporate Sales
- B2B and B2C Sales-Regional and National
- Procurement
- Merchandising
- Quality Assurance
- Vendor and Customer Relations
- Microsoft Office Suite (Word/Excel/Power Point)
- Account Management
- Budget Management
- Catalog Development
- Brand Awareness
- Event Marketing
- Inventory Control
- Salesforce

EXPERIENCE

MARCHEX, Seattle, WA

Aug 2019 – June 2020

Connecting online behavior to real world, offline actions. A data analytics and call tracking technology firm based in Seattle, WA. Proficient and experts in uncovering which marketing strategies generate calls, using click-to-call tracking analytics on websites and in advertisements, driving more revenue from paid search call extensions, classifying customer intent and call outcomes through conversational analytics, integrating call data with bid management platforms through ad tech integration and targeting custom audiences based on call intent data.

Senior Account Director

Responsible for leading agency and managing client relationships through delivery of key programs, as well as working closely with internal account, cross-divisional, company and client leadership teams.

- Achieved quarterly sales growth consistently Q3-Q4 2019 and Q1-Q2 2020 ranging from 5-10% over company quota.
- Foster key client relationships with onsite weekly meetings, oversee business efforts including building client base and maintaining strong business relationships, identify new business opportunities, negotiate critical program start-up and add-on fees, prepare business decks, conduct weekly onsite client meetings, and general daily tactical follow up.
- Facilitate communication and execution across multiple client deliverables including web, email and digital advertising programs, as well as plan, coordinate and implement marketing campaigns.
- Lead, supervise and support the cross-functional account management team of four to ensure client deliverables are produced on time to client specifications.

- Report accountability, lead discovery conversations, document procedure/process and facilitate presentations.
- Set and monitor monthly sales targets for team, analyze sales data and trends.
- Manage client health and budgets, analyze performance metrics, and develop strategy for growth.
- Demonstrate excellent time management skills and the ability to manage multiple complex projects simultaneously, track risks, handle client concerns and mitigate issues.
- Excellent written and verbal communication with all parties.
- 50% travel including client events and tradeshows.

IMPERIAL MARKETING, Southfield, MI

July 2009 – July 2019

Comprehensive sales and marketing firm, as well as a leading promotional products distributor, focused on all aspects of brand building encompassing extensive experience in the conception, planning and execution of customer-based initiatives. Specializes in corporate and brand merchandising, recognition awards, and incentive program services.

Sales / Account Director

Managed large automotive OEM accounts consisting of corporate office locations, local, regional and national dealerships, as well as dealer and consumer e-Commerce programs. Accountable for identifying and implementing brand awareness initiatives, marketing and merchandising strategies, procurement, revenue growth, cost-savings analysis, webstore strategic planning, merchandise design and selection, product implementation, and strategic partner deploying analytical insight and solutions to customers.

- Produced highest annual individual sales volume (\$8MM) for GM account 2015-2019 with YOY growth resulting from strong client relationship management and day-to-day operational responsibilities, exceeding sales targets monthly and yearly (+38% total growth).
- Customer Relationship Management, responsible for building and maintaining strong key client relationships over various divisions (Brands, Marketing, Procurement, Human Resources, Diversity, Logistics, and Fleet).
- Developed retail and marketing strategies that led to increased traffic, brand awareness, and overall program growth inclusive of strategic planning, collaboration, execution of key in-market products, and brand marketing through internal/external web and social media channels.
- Developed promotions, merchandising plans and marketing plans for customer's seasonal campaigns, business events and national retail plans. Product expert and strong merchandiser.
- Minor P&L responsibilities overseeing budget allocations for Marketing Department (promotions).
- Demonstrated a full awareness of creative processes and techniques, analyzed market trends, social and retail behaviors, all while leading team to execute and deliver solutions relating to merchandising, marketing and advertising requirements.
- Managed and grew FCA account (+43%) from 2009-2015, designed and executed event marketing initiatives and event planning for Chrysler, Fiat, Jeep, and Mopar brands; grew customer base with successful customer retention for six years resulting in YOY sales growth on program sales and spot buys.
- Lead Purchasing, Sourcing and Supplier Relations manager; responsible for merchandising \$11MM in automotive dealer and retail eCommerce programs and spot-buys.
- Facilitated regular internal team and customer meetings, ensuring internal account team responsibilities were executed and client expectations met.
- Managed communication and cross-functional relationships between Sales, Marketing, Procurement, Systems, IT, Operations, Accounting, Warehousing and Customer Service teams.
- Effectively managed a team of four; facilitated and led internal weekly team and customer meetings, managed quality control, creative development, execution of in-market timing of new and custom-made products, product sourcing, price and rebate negotiations, and supplier relation functions.

HERITAGE SPORTSWEAR, Hebron, OH

Jan 2008 – Mar 2009

Top 5 wholesale supplier of blank apparel in the Promotional Products Industry.

Territory Account Executive

Acted as point of contact for existing and potential customers within assigned Michigan territory, responsible for revenue growth of \$2.2MM.

- Increased sales by 33% in declining Michigan market and consistently met or exceeded monthly sales goals (by brand and total business).
- Assess, plan and manage territory consisting of over 200 clients, weekly onsite meetings, generating new programs, resolving customer issues and developing business growth solutions.
- Developed customer relationships, managed client projects, and reported on territory sales results weekly, monthly, quarterly, and annually.
- Strategically merchandised client programs and events through spot buys, onsite product presentations and tradeshow.

HARTWELL CLASSIC APPAREL, Hartwell, GA

Aug 2005 – Dec 2008

Sportswear, Workwear and Athleisure Apparel Manufacturer and In-House Decorator.

Regional Sales Representative / Product Specialist

Built and grew distributor relationships through weekly customer visits, sales presentations, quote preparations, and training where applicable; developed distributor merchandising programs, and operating as Brand Retail Specialist for designer line.

- Covered Midwest Region, approximately 110 accounts; \$3.4MM annual revenue.
- Increased sales by \$350,000 in 8 months in 2006; advanced experience closing deals.
- Identified sales leads, product education and demonstrations.
- Developed buying guide for apparel, product development, and analyzed trends. Strong merchandiser and program development specialist.

IMPATTO CUSTOM MARKETING, Livonia, MI

Jan 2004 – Aug 2005

Full-service custom marketing (experientials) and branding agency.

Director of Merchandise / Sales

Responsible for acquiring, developing and growing a \$3MM book of business with local and regional accounts, implementing sales and merchandising strategies for customer projects.

- Grew business and increased revenue ranging from 25%-40% with several accounts in one-year period (beverage industry, automotive industry, advertising agencies, and manufacturing agency).
- Achieved 100% customer satisfaction in outside sales capacity, 100% customer retention and acknowledged for sales and closing expertise.
- Created, designed, executed and merchandised DaimlerChrysler Jefferson Plant store complete with store layout, store fixtures, cash-wrap station, packaging, security equipment and merchandise.
- Oversaw and managed marketing, branding and promotions relating to company and client directives.
- Analyzed market trends, produced monthly reports, developed improvement plans, and researched product and related services as required.
- Supervised team of five; strong leadership skills developing personal team's and company departmental goals.
- Direct importing, lead merchandiser, product development and vendor relations.

The 30th largest distributor in the promotional products marketing industry.

Merchandising Manager

Oversaw merchandising division for all company web store programs, managed vendor relations for the company and acted as Lead Buying Group contact (comprised of 5 companies); responsible for weekly merchandise program status and facilitate customer meetings.

- Lead product development team and managed custom import programs, overseeing large customer projects with time sensitive deadlines.
- Developed and implemented merchandising strategies for selling and promoting products.
- Analyzed market trends and customer feedback relating to private label products, remaining current with industry best practices.
- Collaborated with buyers and suppliers relating to price negotiations and rebate allowances.
- Built constructive customer relationships and team with channel partners.
- Managed all merchandising activities, inventory, sample rooms, and showrooms.
- Trained employees on product knowledge.

EDUCATION

BBA, Marketing and Management

Davenport University (formerly Detroit College of Business), Warren, MI

AAS, General Business

Macomb Community College, Warren, MI

PROFESSIONAL
RECOGNITION

- Board Director of MiPPA (Michigan Promotional Professionals Association) for four years (2012-2015). Served as Secretary for three of four-year term, increased membership base by 15% in two years, social engagements, developed revenue generating functions, team partner in strategic planning with regards to developing industry education.
- PPAI (Promotional Products Association International) - Awarded Industry Distributor Sales Representative of the Year 2015 (Top 10).
- Many Sales, Marketing and Merchandising credits throughout the Ad Specialty industry over 15 years.