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CAREER OBJECTIVE

Leverage 15+ years' sales and marketing experience in the uniform, apparel, and branded wearables industry, history of consistently stellar sales performance, expertise building and nurturing distributor networks, and proven ability to prospect and close new accounts, to spearhead the growth of sales and nurturing of accounts in the Phoenix, Las Vegas and Albuquerque territories, driving increased revenue, market share, brand recognition, and customer satisfaction.

SUMMARY OF CREDENTIALS

- Consistent top sales and new business development
- 15 years uniform and branded apparel experience with Alphabroder/Primeline, Cintas, and Arrow
- Promotional products and branded merchandise
- Experience selling to local and national distributors
- Longstanding customer relationships for ease of access
- Collaborative apparel sales to key Chrysler dealerships
- Digital marketing, social media, reputation management, website sales and marketing
- Special event design, sales and execution
- Supply chain management and vendor relationships
- Strong project management skills
- Trade show set up and sales expertise
- Salesforce expertise for organized sales management
- Microsoft Office Suite – Word, PowerPoint, Excel

PROFESSIONAL EXPERIENCE

SENIOR OUTSIDE SALES CONSULTANT – ALPHABRODER/PRIMELINE, Phoenix, AZ **2016 – 2019**

Sales representative for North America's largest distributor of imprintable sportswear and accessories, with sales of \$1.6B to the imprinting, embroidery and promotional products industries. Introduction and training of products and services to ASI and decorator accounts. Built significant relationships with "C-Level decision makers to achieve account objectives and sales quotas, and implement integration solutions that impact multiple divisions.

- Recruited by the SVP to develop sales to 165 targeted accounts in Arizona, Las Vegas and New Mexico.
- Drove new business growth by 67% in 2018; received top honor for largest new business growth at annual meeting.
- Built a \$890,000 book of business, an increase of 22% in 3-year period.
- Vetted and trained more than 50 client prospects for implementation of EDI (Electronic Data Interchange).
- Trained major clients on how to leverage Under Armour to gain access to opportunities and sell "better" goods, resulting in an growth of premium branded products.

SENIOR SALES PARTNER – HDS MARKETING, Phoenix, AZ **2015 – 2016**

Sales leader providing companies with promotional and marketing solutions, specializing in direct importing, company stores/fulfillment, corporate apparel, service awards, safety awards, trade show traffic builders, game day giveaways, and executive gifts.

- Worked with more than 60 businesses, sports entities, and non-profits for a \$350,000 book of business.
- Drove 20% increase in first 6 months.

ACCOUNT MANAGER – ADESA, Phoenix, AZ**2014 - 2015**

Called on key automotive accounts for ADESA, a leader in the wholesale auto auction industry, serving customers both online and at auction locations across North America to source inventory for their retail lot.

- Built and maintained strong relationships with General Managers and Used Car Buyers at more than 25 dealerships.
- Make 500+ calls a month to current and new customers, using Salesforce to document dealer interactions.

REGIONAL MARKETING CONSULTANT – TRAVEL MEDIA GROUP, Phoenix, AZ**2013 – 2014**

Spearheaded sales and marketing activities for hospitality marketing company offering smart digital solutions to help hotels increase revenue through feedback management systems for social media, vanity websites, and custom services.

- Presented and sold digital marketing products and services to more than 125 new and renewing hospitality clients.
- Drove 20% revenue increase during first year due to proactive sales processes and effective sales activities.

BUSINESS DEVELOPMENT MANAGER – ENCORE CREATIVE, Phoenix, AZ**2011 – 2013**

New business development for premier full-service entertainment production and themed decorating provider, specializing in planning and executing special events for corporations, charities, entertainment firms and individuals.

- Prospected and presented to more than 100 potential national, regional and local clients.
- Sold and managed more than 25 custom events to 15 clients.
- Supervised a 7-person creative process team to create and execute innovative concept development.

SENIOR ACCOUNT EXECUTIVE – ARROW UNIFORM, Taylor MI**2009 – 2011**

Senior sales representative calling on hospitality and healthcare accounts for family-owned company providing uniforms to 20,000+ satisfied customer across 8 states.

- Grew \$200,00.00 of business serving 75 key hospitality and healthcare accounts.
- Drove 25% increase in new business by active prospecting and cold calling.

SENIOR IMAGE CONSULTANT – CUSTOM PROMOTIONS, Southfield, MI**2007 – 2009**

Sales development role for promotional product company marketing custom imprinted uniforms and wearables.

- Sold a \$200,00 clothing program co-designed by the company and client to 15 Chrysler dealerships to enhance product branding.
- Fueled 20% increase in sales in 2 months by adding new dealers to the program in multiple states.

ACCOUNT REPRESENTATIVE – CINTAS CORPORATION, Walled Lake, MI**2000 – 2006**

Sales role in the National Account Sales Division marketing and selling uniform programs to key decision makers in the healthcare, gaming, lodging, and food service industries.

- Maintained the second-highest regional quota of \$900K in Michigan, selling to and managing 500+ accounts.
- Designed and sold a new \$300K uniform program to outfit 500 customer service staff at Henry Ford Hospital, resulting in an 25% increase in patient satisfaction scores.
- Delivered \$140K+ in new uniform program business by opening 2 new hotels in 2004-2005.
- Achieved 20.9% growth 2004 - 2005; won 4 consecutive Laker Awards for surpassing year over prior (YOP) numbers with total business growth of 25% in 2005.

EDUCATION & TRAINING

- **SPIN SELLING** – Internal Training from Alphabroder
- **COURT REPORTING** – Elsa Cooper School of Court Reporting
- **GENERAL BUSINESS** – Oakland Community College