

KATIE GRIMES

(714)-865-6949

katiegrimes39@gmail.com

linkedin.com/in/katie-grimes39

Technical Skills

Microsoft Office

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Google Drive

Constant Contact

Soft Skills

Account Management

Business Development

Marketing Development

Data Analysis

Leadership

Sales

Interdepartmental Coordination

Oral Presentation

Accolades

2019 Awesome Sauce Award Winner - MVP

2018 Awesome Sauce Award Winner - Rookie of the Year

Work experience

January 2018 **Account Manager**

- **Origaudio**

January 2021 Managed 150+ domestic promotional product accounts and helped grow territory sales.

Managed orders, quotes, and lead times with outside sales representatives and distributors.

Utilized both Adobe Illustrator and Photoshop for daily graphic design projects.

Analyzed data to seek out opportunities and optimize strategies to increase revenue.

May 2013 - **Key Accounts and Brand Development**

December 2018 **Elie Shoes**

Maintained customer relationships for the three house brands, answered daily emails and entered all orders.

Managed and planned all company trade shows - booth construction, show appointments, orders, and after show follow up at 8-9 annual different branded shows.

Advertised and ran social media - Created and maintained two Instagram accounts for the company with daily posts, comments, targeted advertisements, and Constant Contact email blasts to customers.

Created and worked as a copywriter for three brand catalogs and company website with seasonal redesign.

Projects

Hybrid Sales Outreach — Origaudio

Selected as a member of four to bridge the gap between outside multi line reps and inside accounts team to increase sales.

Tradeshows

PPAI Expo - 2019

The largest industry trade show in North America which acts as a launch pad for both suppliers and distributors featuring tens of thousands of promotional products and services.

ASI Fort Worth - 2019

Targeted trade show for promotional products in the southwest region featuring over 500 suppliers.