

Melissa Dreyer

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Sales and Marketing Manager

Versatile Sales and Marketing Manager with expertise in sales leadership, marketing strategy, and graphic design. Demonstrated history of aligning customer needs with specific products and solutions. Proven team player with strong business acumen. Proficient in Adobe Creative Suite, including Illustrator and Photoshop.

CORE COMPETENCIES

Sales and Account Management ♦ Inside/Outside Sales ♦ Customer Relationships ♦ Client Retention Strategies
Needs Analysis ♦ Marketing Collateral ♦ Tradeshow Planning ♦ Graphic Design ♦ Logo Creation ♦ Advertising
Database Maintenance ♦ Market Research ♦ Escalated Complaints ♦ Deadline Management ♦ Product Management
Promotional Campaigns ♦ Communications ♦ Leadership ♦ Proofreading and Editing ♦ Social Media Management

EXPERIENCES AND ACHIEVEMENTS

NORTH COUNTRY BUSINESS PRODUCTS

2003 – Current

Account Manager/Graphic Designer

- ♦ Direct sales for accounts, including generating new leads, cultivating relationships, and retaining customers.
- ♦ Plan and coordinate on- and off-site tradeshows for organization, including related marketing materials.
- ♦ Meet with clients to determine needs, review requirements, and develop customized solutions.
- ♦ Provide ongoing support to clients throughout sales life cycle.
- ♦ Design and implement strategic marketing collateral for existing and new customers.
- ♦ Develop internal graphics and logos for website, logo, and product illustration.

CELLULAR ONE/DOBSON COMMUNICATIONS

2000 – 2002

Assistant Sales Manager

- ♦ Provided ongoing troubleshooting and support for customer equipment and accounts.
- ♦ Managed data entry and database maintenance.
- ♦ Conducted market research and analyzed trends to align sales goals with client needs.
- ♦ Met or exceeded all inside sales quotas during tenure.
- ♦ Served as mediator for escalated customer complaints.

THE BEMIDJI PIONEER

1998 – 2000

Outside Sales and Marketing

- ♦ Established and cultivated relationships with clients, as well as conducted daily onsite visits.
 - ♦ Reviewed sales targets and ensured that sales and marketing strategies were aligned with monthly sales goals and met strict deadlines.
 - ♦ Authored and proofread advertising copy for team.
 - ♦ Generated promotional ideas to support sales goals and strategy.
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EDUCATION

- ♦ High School Diploma ♦ One year of Technical Training ♦ Certificate in Adobe Suite and Effective Writing.