
SHARI HOFFMAN

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PROFESSIONAL SUMMARY

Successful sales executive, branding and marketing leader with proven accomplishments in driving market growth and firm profits. Articulate and driven leader with high energy and engaging personality. Hardworking team builder motivates personnel to maximize performance. Creatively market and sell with forward-thinking, solution-oriented strategies. Prospect new leads continuously and sustain strong sales channels to drive revenue growth. Independent, industrious and results-focused sales leader with proven record of product sales success.

SKILLS

- Sales
- Teamwork/Collaboration
- Account Management Goals
- National accounts management
- Client communication
- Sales Goals
- Sales generation
- Business Planning

WORK HISTORY

Brand Sales Strategist, 07/2019 to 02/2020

Staples Promotional Products – Las Vegas, NV

- Capitalized on industry and marketplace trends to strategize solutions and enhance business operations
- Developed insights on marketing campaigns to assess performance against goals
- Increased sales and brand exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach
- Planned, executed events and marketing programs, producing five times goal of qualified leads

Director of Marketing, 11/2018 to 02/2019

Promo Direct – Henderson, NV

- Business Development, Vendor Relations and 2019 Independent Rep Model, and Apparel Division, Promo Direct
- Grow local Henderson/Las Vegas sales by 30% over 2018 during tenure using series of networking opportunities, referrals and creative social media campaigns and company tours
- Coached insides sales team to enhance personal and professional growth and directed/scripted live marketing video, shot on site at Promo Direct
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets
- Built and strengthened strategic relationships with vendors, advertising agencies and leading B2B

partners

- Leveraged industry trends and competitive analysis to improve customer relationship building.

Senior Special Order Account Rep, 12/2013 to 11/2018

Staples Promotional Products – Overland Park, KS

- Staples Promotional Products 2018
- Managed projects and developed lasting relationships with iconic brands including Coca-Cola, Snap-on Tools, NASCAR, Subaru and many more
- Developed pop-up shops (truncated e-stores) for group purchasing, curating fresh, trending product, partnered with emerging suppliers and brought retail items into promo on regular basis
- Grew Coca-Cola business 25% year over year (2016-2018) and grew MGM Resorts International business by over \$500,000 in 2014

EDUCATION

Masters in Advertising Specialties: Selling Brand Merchandise, 06/2020

Promotional Products Association International - Irving, TX

Bachelor of Arts: Political Science, 1998

Arizona State University - Tempe, AZ

ACCOMPLISHMENTS

- Developing marketing videos, podcasts, consultative webinars for branding in process.
- Podcast will feature case studies and high level buyers from speaking on how brand repositioning impacted their business, oftentimes powered by promotional products.

AFFILIATIONS

Women's Leadership Council at Las Vegas Chamber of Commerce, Committee Chair for HopeLink of Southern Nevada. Volunteer, Youth Commission at MKT, Chairperson, Event Programming at MKT, Parent Advisory Board, Roy Martin Middle School, Las Vegas.