

# Susan E. Tucker

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**OBJECTIVE:** Seeking a position in the Promotional Products Industry where my skills in leadership, communication, and client relations expertise will be fully applied.

## **EXPERIENCE:**

September 2019 – March 2020 *The MRL Group* Fort Lauderdale, FL  
**Account Manager**

Due to a past non-compete, I assisted the owner with his accounts in regards to promotional products, point of sales and point of purchase items.

April 2018 – September 2019 *R.J. Roberts & Co.* Pompano Beach, FL  
**Promotional Products Manager**

Created vendor relations to establish higher margins and access products for the online platform. Participated in entire sales online cycle from order entry, order processing, artwork creation and invoicing. Sales for company increased as a whole by 48% and Promotional Products equated for about 18% of total sales.

June 2007– November 2017 *FarFromBoring.com* Boca Raton, FL  
**Senior Sales Accountant**

One of first employees at an online company. Took web leads and created a new customer base. Initiated vendor relations and established strong relationships and preferred pricing. Trained new employees and motivated sales staff. Eventually focusing on creating a large clientele from referrals and reference and received my first one million dollar order. Grew sales from zero to over a million annually and consistently over years. Worked with large Fortune 500 Companies. In the last year I took a referral and created a contract situation that is projected to bring over a million on its own. Primary responsibilities included client communications, order entry, order management, idea generation, creation of presentations in PowerPoint for office use, artwork creation and graphic design using Adobe Illustrator and Photoshop.

February 2005 – January 2007 *Proforma* Independence, OH  
**Business Development Manager**

Lead the Training and Coaching aspect of the Business Development Department. Assist a base of 650 franchise owners in their success by creating marketing campaigns, print and promotional product, wearable, and program selling strategies and provide general success coaching. Train basic and advanced selling strategies. Aid in the creation of presentations for large opportunities with national and major accounts. Work on RFP/RFQ/RFI opportunities. Create promotional selling tools for owners to help with optimizing the product solution and program selling. Help an assigned group of owners to develop passion for promotional products, wearables, print, and premiums. Have shown an average growth in revenue of 12% for my designated owner base.

**EDUCATION:** The Ohio State University Columbus, OH  
Cleveland State University Cleveland, OH

**Undergraduate Program**  
English  
Religious Studies Major

**SKILLS:** Expert level in Microsoft Word, Excel, Outlook, Adobe Illustrator and Adobe Photoshop.  
**Strong background in communication, public speaking and presentation.**  
**Possess extensive knowledge of the promotional and marketing industry.**

**ADDITIONAL INFORMATION:**

- I am a highly self-motivated individual with a high level of emotional intelligence.
- I am a competitive person. I have a history of competing athletically, academically, and professionally.
- I set clearly defined, written goals and expectations for myself. I break down my goals into activities and assign dates. I achieve most of my goals.

**REFERENCES:**

<b>Natasha Goode</b>	Event Marketing	Turner
<b>Phone Number:</b>	404-827-4587	Atlanta, GA 30309
<b>Reference Type:</b>	Professional	
<b>Madeleine Magardician</b>	Manager	Macy's Parade and Entertainment
<b>Phone Number:</b>	646- 429-5563	New York, 10001
<b>Reference Type:</b>	Professional	
<b>Bethany Kent</b>	Marketing Director	Hot 97 // WQHT
<b>Phone Number:</b>	212-367-1698	New York, 10014
<b>Reference Type:</b>	Professional	
<b>Michael Sasario, Jr.</b>	Field Sales Manager	Polyconcept North America
<b>Phone Number:</b>	305-764-6400	
<b>Reference Type:</b>	Professional	
<b>Keith Simon</b>	Vice President Sales	AAA Innovations
<b>Phone Number:</b>	914-714-9990	
<b>Reference Type:</b>	Professional	