

TINA GILBERT

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OBJECTIVE

Looking to join a dynamic, growth oriented organization and assist with building and managing the sales organization to effectuate increased top line revenue at profitable margins thru a proactive sales management approach.

SKILLS

- Business development | Margin optimization | Sales training | Team Building
- Price structuring Budget Development | KPI Management approach

EXPERIENCE

President, Prescribed Promotions

January 1994 – Present

Simpsonville, SC

Prescribed Promotions is a promotional products distributor dedicated to helping clients achieve their goals through the use of promotional products. We represent over 3,000 manufacturers globally.

- Maintain operations in line with strategic plan and vision
- Maintain consistently high customer satisfaction ratings
- Increase interest in company offering with special events and marketing strategies
- Maximize ROI with targeted promotions
- Increase customer base by converting new leads
- Optimize revenue with profitable pricing structures
- Promote products via trade shows and industry conferences
- Recommend best-fit products based on budget, lead time and managed results
- Create successful ideas to achieve desired customer results
- Vast knowledge of product, market, customer expectations, and goals

Regional Sales Manager, Alpha Products

July 1993 – July 1994

Atlanta, GA

- Increased sales and company presence in Northeast US and Canada
- Managed independent sales representatives
- Managed internal employees and operations within the territory
- Managed territory financials by increasing sales and reducing expenses
- Train Distributor's employees to effectively sell our products in vertical markets to increase sales
- Managed regional/national convention/trade shows targeting distributors and end-users

National Sales Manager, Betras Plastics

April 1986 – February 1993

Spartanburg, SC

- Managed several industries: Pro Sports (NFL, MLB, NBA, NHL), NASCAR, Beverage Industry, Theme Park Industry, Convenience Store Industry, Fundraising Industry
- Managed Independent Sales Representatives
- Managed internal sales and customer service
- Managed national trade shows and conventions
- Generated sales leads and converted to customers
- Trained sales managers for their territories
- Cross trained internal employees to be more effective working together.

EDUCATION

- Spartanburg Technical College - Associate Degree – Computer Science - 1986

LEADERSHIP

Mental Health America of Greenville County

- Non-profit agency that positively impacts mental health through advocacy, awareness, service
- 2010-Present - Treasurer
- \$6.2 million dollar budget

CAAMP – Carolina Association of Advertising and Marketing Professionals

- 2017-2019 Treasurer

Carolina Counseling

- Non-profit agency dedicated to assisting abused women, mental health and child exchange between parents
- President and Treasurer

Spartanburg Hospitality Association

- President