

JACQUELINE CROWELL

AMBITIOUS, AWARD WINNING, AUTHENTIC

CONTACT



503-449-1116



crowelljackie@gmail.com



Portland, OR



www.linkedin.com/in/jackiecrowell

EDUCATION

BACHELOR OF SCIENCE
COMMUNICATIONS
Portland State University

SOFT SKILLS

- Integrity
- Drive & Self-Discipline
- Growth Mindset
- Teamwork & Collaboration
- Empathy
- Contagious Enthusiasm
- Adaptability

HARD SKILLS

- Leadership
- Proven Experience & Measurable Results
- Strategic Hunter
- Business Analysis
- Competitive Strategist
- Ability to remain calm under pressure
- Skilled Presenter

SALES LEADERSHIP EXPERIENCE

REGIONAL SALES MANAGER

Spector & Co. | Portland, Oregon | 3/19 - 6/20

\$50M multinational supplier and manufacturer of custom goods

- Hired to contribute distributor-expertise to drive West Coast sales
- Achieved 39% sales growth by expanding regional accounts and advancing national relationships
- Exceeded performance targets, sales goals, and earned top tier bonuses
- Analyzed and translated sales reports, market data, and customer insights to hone sales strategy and improve sales forecasting
- Maximized sales opportunities by building cohesive relationships with internal-teams and executive leadership in Montreal, Canada
- Awarded *Outstanding Partnership & Willingness to Go Above & Beyond* by top client, BDA

BUSINESS DEVELOPMENT DIRECTOR

Red Hills Group | Portland, Oregon | 1/18 - 3/19

Startup brand management & custom goods distributor

- Recruited to identify growth opportunities. 26% increase in sales within first year
- Mentored and supported collaborative sales team
- Established short- and long-range goals, success metrics, objectives, policies and procedures
- Defined and advanced strategic direction and business position; led content marketing
- Negotiated preferred contract terms with suppliers resulting in increased profitability and improved monthly cash flow
- Achieved President's Club, Sandler Leadership

BUSINESS DEVELOPMENT MANAGER

Kinetic Group | Portland, Oregon | 4/13 - 1/18

\$3M privately owned brand management & custom goods distributor. Company acquired 1/18

- Leading sales person year over year contributing to over 35% of annual sales volume
- Prospected, cultivated and closed high profile/large enterprise accounts including: NIKE & Jordan, MLS Portland Timbers, Intel, Columbia Sportswear, Alaska Airlines, Carter's Oshkosh, Perry Ellis International, University of Oregon, Aramark and Moody's Analytics
- Achieved \$1M personal sales volume annually 2014-2018 (representing top 10% of sales professionals in industry); produced profit margins exceeding 42% (industry average 33%)
- Targeted, secured and oversaw ultra-competitive three year (2016-2018) exclusive contract with major league soccer team, Portland Timbers and NWSL Portland Thorns
- Key role in selecting, developing, coaching and retaining talented team members
- Top Performer EME & Power Meeting Events 2014-2018

PHARMACEUTICAL SALES EXECUTIVE

Boehringer Ingelheim | Portland, Oregon | 2008– 2010

\$22B pharmaceutical top 20 leader; Selected from hundreds of candidates for highly competitive position

- Led turnaround of historically struggling territory; attained highest President's Club ranking for territory in nearly a decade
- Demonstrated outstanding technical knowledge; scored top of class on all product/disease state exams, earning awards and recognition
- Achieved and held highest call-average in region; managed over 150 accounts
- Built strategic routing plan, significantly increased access and time with decision makers

VICE PRESIDENT SALES & MARKETING

Mortgage Trust | Portland, Oregon | 2004– 2008

Privately held mortgage banker, residential mortgage finance

- Led performance of multi-million-dollar loan origination team, earning top sales team designation year over year
- Doubled sales volume within first year
- Implemented and customized CRM system to facilitate proactive selling practices, reporting analysis and maximize marketing opportunities. Result: growth in client referrals, referral partners and significant increased brand awareness
- Presented real estate finance and investment courses to large audiences, leading to 80% increase in client referrals

SENIOR LOAN OFFICER & BRANCH MANAGER

Cal-Bay Mortgage | Walnut Creek, California | 2002– 2004

Privately held mortgage banker, residential mortgage finance

- Recruited to open and manage new expansion branch
- Ranked top 5% of loan originators, earning *President's Club* 2003 & 2004
- Hired, trained and supervised staff while leading multi-million-dollar loan origination team;
- Authored and presented real estate finance and investment courses. Classes led to 80% increase in client referrals
- Negotiated mutually beneficial affiliation Cal-Bay Mortgage and Mortgage Trust 2004

OTHER RELATED EXPERIENCE

SMALL BUSINESS OWNER

Canary Kids | Portland, Oregon | 9/10 – 4/13

Purchased and managed franchise business creating high quality, customized music for children in ten languages

- Built ecommerce sales via multiple online channels
- Maintained strong social media presence
- Booked, organized and attended trade shows

INDUSTRY, BOARD & VOLUNTEER EXPERIENCE

PPAI & NWPMA | Active Member | 2013-Present

EME & POWER MEETING | By Invitation Only Attendance | 2014-2019

EVENT FUNDRAISER CO-CHAIR | Ridgewood School | Portland, Oregon | 2013-2017

Overhauled, directed, and executed large-scale community “Country Fair Carnival” event

800+ attendees annually / 200 volunteers / 22 Vendors / 200 Donors / 5,000% increase in funds raised

EVENT FUNDRAISER LEAD | Doernbecher Children’s Hospital, Women for Children | Portland, Oregon | 2005-2008

Founded, directed and executed upscale professional “Thanks & Giving” event

200+ attendees annually / 5 Vendors / Exceeded contribution goals year over year

Awarded VOLUNTEER OF THE YEAR 2007

EVENT FUNDRAISER LEAD | ARF “Tony La Russa’s Animal Rescue Foundation” | Walnut Creek, California | 2002-2005

Founded, directed and executed professional wine tasting event

300+ attendees annually / 35 Vendors / Increased contributions year over year, funds helped build state of the art, 38,000 sq ft animal shelter

BIG SISTER MENTOR | Big Brother Big Sisters of America | Portland, Oregon | 1995-2005

BOARD MEMBER DIRECTOR | California Association of Realtors Affordable Housing | Walnut Creek, California | 2004-2005

BOARD MEMBER VICE PRESIDENT | California Association of Mortgage Brokers Bay Area | Walnut Creek, California | 2002-2004