



SALINA BRILL

CONTACT

Cell: 626.253.5431

Salina.Brill@hotmail.com

[LinkedIn](#)

EDUCATION

Bachelor of Science/ Marketing

University of Phoenix

Associates/ Marketing and Merchandising

Fashion Institute of Design & Merchandising
Los Angeles, CA

CERTIFICATIONS

PPAI-Promotional Products Association International
· Certified Advertising Specialist

Shaw Academy
Digital Marketing
· Social Media Marketing
· Search Engine Optimization
· Web Development

SUMMARY

Highly experienced Sales and Marketing Manager with a passion for the Promotional Products industry. Strengths in business development, project management, and strategic planning. Able to flourish in a fast-changing environment, grasp new concepts, and cultivate relationships resulting in consistent sales growth. Expertise in working with CRM systems such as Zoho, HubSpot, Salesforce, SAP and Oracle to maximize results.

WORK EXPERIENCE

January 2021-Current

Relay on Demand, Business Development Manager

- Structured Carrier and Driver engagement to build a stronger App-Based Network
- Developed a rewards-based program that was integrated with the API system for drivers and carriers to improve retention
- Implemented policies and sales strategies to increase onboarding
- Spearheaded Relay Zoom Town Halls with Drivers to provide coaching in their development on the Network
- Setup Monthly Newsletter through Zoho for Drivers celebrating successes on the network to promote a community connection
- Launched a 4 week Zoom Call program with Carriers which resulted in an increase in activity of 4% on the Network.

April 2020-September 2020

iPROMOTEu, Business Development Manager-SaaS

- Drove recruitment of promotional product distributor owners between \$300,000 to \$2.5 million
- Qualified distributor prospects through leads, cold calling, social media and marketing that brought in 1.6 million in yearly revenue
- Implemented focused sales strategies to identify a prospects needs quickly ultimately moving forward to a demonstration
- Collaborated with cross-functional teams to setup demonstrations and contract negotiations which resulted in a 50% conversion rate
- Trained the Business Development team on Templates and Sequencing within HubSpot to improved productivity

ADDITIONAL

Podcast Producer and Host

- Audacity recording/editing content and sound
- Created files into RSS with Buzzsprout for distribution to various podcast channels
- Setup website with tags, indexed pages and google analytics
- Optimise keywords and SEO for website
- Setup and ran social media campaign's

December 2018-April 2020

AZX Sport, Regional Sales Manager

- Leveraged Salesforce CRM system to prospect and arrange meetings across 11 states resulting in over a 12% increase
- Developed yearly budgets, focused sales strategy, and forecasts for top 15 accounts resulting in exceeding goals
- Identify website super users to leverage connections using Pardot reports
- Presented to top customers from 5-50 people which contributed to overall territory growth
- Hosted product knowledge Webinars through Zoom on a weekly basis which increased brand awareness
- Reconciled monthly budget requests for Multiline Rep's commission, saving the company revenue
- Arranged and attended regional and large industry tradeshows to increase company reputation

September 2013-December 2018

Cosmo Fiber, Sales and Marketing Manager

- Managed and restructured a sales department for a 10 million dollar promotional products company that resulted in above 25% growth over 5 years
- Spearheaded new innovative product selection and layout of 2014-2018 catalogs
- Collaborated on print and digital marketing initiatives including pay-for-placement, email blasts and magazine advertising campaigns
- Organized annual trade shows and involved in designing new tradeshow booth that increased foot traffic by 4%
- Managed top two territories accounting for 1.5 million in sales, increasing over 20%

September 2009 - August 2013

Calibre International, Senior Account Manager/ Marketing Manager

- Responsible for contracts, payment and maintenance of promotional products industry software-ASI, Sage and ESP
- Directed layout and wrote copy for catalogs from 2010-2013
- Arranged monthly ads through industry magazines reaching over 30,000 subscribers which increased brand awareness
- Implemented sales strategies for 18 states and top 20 company accounts increasing sales revenue over 17%
- Increased Sales over 400% for a period of 2 years with one of the Top 40 Distributors
- Ran complex campaigns for recovery programs and with a team of business development specialist
- Negotiated yearly contracts with Vendor Relations for top accounts which resulted in cost savings of 2-5% yearly
- Maintained and reported on Distributor Central for pay-for-placement products which resulted in higher click through rates

