



JEFF POTTER

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Ponte Vedra Beach, FL 32082

SUMMARY

Highly motivated professional with 16 years of entrepreneurial and management experience. Skillfully create and maintain professional and loyal relationships with co-workers, staff and clients while effectively managing administrative and sales employees. Comfortable working independently as manager and leader and as collaborative team member. History of applying business acumen and experience and exercising decisive judgment to meet and exceed organizational goals.

SKILLS

- Employee development
- Cost analysis and savings
- Sales strategics
- Bookkeeping
- Task delegation
- Purchasing and planning
- Operations oversight
- New business development
- Team building and leadership
- Proficient in Microsoft Office, Outlook, Excel, Word & Power-Point
- Proficient in Quickbooks Pro, Premier & Enterprise

EXPERIENCE

Business Owner / Creative Branding, Inc - Jacksonville Beach, FL

10/2013 - Current

- Responsible for operations, business development, sales and marketing to new, existing clients. Consisting of branded apparel, promotional products, service incentive awards, and special markets.
- Assessed, optimized and elevated operations to target current and expected demands.
- Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability.
- Monitored supplier operations to verify quality, delivery schedule and conformance to contract specifications.
- Created and implemented marketing and advertising strategies to support revenue goals and promote strategic growth.
- Resolved issues quickly through meticulous research and quick decision making.
- Conferred with customers to understand needs and finalize purchase orders.
- Maintained records for vendor production, inventory, income, and expenses.
- Established favorable relationships with vendors and contractors, facilitating contract negotiation and development of marketing and sales strategies.
- Owned and managed daily operations of promotional business, including supervising employees and providing onsite training and continuing education to staff.

Sales & Marketing Coordinator / APS Promotional Solutions - Jacksonville, FL

03/2004 - 10/2013

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EDUCATION AND TRAINING

Florida State College At Jacksonville - Jacksonville, FL

Some College: Business Management

Date Attended: 2000 - 2002