

First Name, MI, Last Name
Street Address
City, State, Zip
Phone Number/Email Address

HIGHLIGHTS OF QUALIFICATIONS

- Creative and enthusiastic manager with experience driving product for major brands
- Proven ability to capture new and emerging markets.

Expertise includes

Cross-Functional Team Management
Process Redesign & Improvement
Product Development & Launch
Customer Relationship Management

Key Account Management & Retention
Merger & Acquisition Integration
Services Delivery & Support
Strategic & Tactical Market Planning

PROFESSIONAL EXPERIENCE

Southeast Sales Representative (January 2004 – Present)

APCO Inc., Atlanta, GA (Satellite office in Nashville, TN)

- Sales representative for architectural sign system manufacturer.
- Meet or exceed quotas for territory.
- Work specific market regularly and systematically.
- Make general presentations to major specifier accounts.
- Prepare proposals, bids and quotations.
- Submit weekly sales itinerary and sales call reports for individual territory.
- Achieved top 5 sales producer 2 consecutive months - 4 months into position.

Corporate Marketing Manager (November 1997 – January 2004)

American Color Graphics and American Color divisions of ACG Holdings, Inc., Brentwood, TN

- Hold all responsibility for corporate marketing for one of the nation's largest suppliers of Premedia and packaging services, commercial heatset offset and flexographic printing. Develop and support brand awareness.
- Conduct qualitative and quantitative market research studies to determine market share & positioning, test new products & marketing strategies, explore new markets & understand buying criteria.
- Assess competitive market development for optimal target markets.
- Prepare forecasts, budgets & sales strategies to meet financial performance goals.
- Increase visibility of company's creative portfolio to support account retention plan.
- Facilitate 25 plants and sales offices with flexible marketing programs.
- Review proposals to ensure accuracy of technical approach and ability to meet client's requirements.
- Direct trade association presence and participation.
- Prepare bondholder presentations with CEO.
- Initiated cause-related marketing program enabling employees to actively be involved in a variety of charitable endeavors.

- Secured “Most Creative Corporate Self Promotion” award at International Mass Retail Association Marketing Conference past five years.

Marketing Services Manager (November 1990 – November 1997)

First Source Furniture, A Haworth Company, Nashville, TN

- Led start-up marketing staff of project team-based coordinators.
- Developed model plan for communications venues with 75 satellite marketing & sales representatives.
- Implemented goals for product research and assisted with competitive intelligence.
- Coordinated national account marketing program.
- Demonstrated to parent company quarterly strategies and rewards.
- Researched and identified innovative Internet e-commerce market positioning strategy.
- Managed in-house marketing services department with responsibility for controlling million dollar budgets and overseeing key relationships with public relations & external advertising firms.
- Designed and coordinated production of; direct mail, P.O.P displays, carton design, trade advertising, press releases, product brochures, web-based solutions, trade show displays, and product video.
- Orchestrated the integration of design elements and product launches through out interactive environments in major metropolitan showrooms.

EDUCATION

Bachelor of Fine Arts, Graphic Design, Ball State University, 1986