

SALES MANAGER RESUME

1354 Market Street, Charlotte, NC • (704) 522-5429 • your.email@gmail.com

RESUME SUMMARY

Sales Manager with 9+ years of experience in training and supervising sales staff, and planning and implementing sales strategies nationwide. Successfully managed 5 marketing campaigns worth \$1 - \$3 million USD, while leading a team of 20 creative and technical sales staff. Seeking to bring my proven record of team leading and launching successful marketing campaigns into filling a senior sales management position

PROFESSIONAL EXPERIENCE

Sales Manager

Sep 2017 – Present

Wilcox Inc., Charlotte, NC

- Establish full-scale sales operation; duties include developing database systems, recruitment of senior regional sales managers, and developing sales and marketing strategies
- Spearheaded 5 strategic marketing campaigns worth between \$1M and \$3M, leading a diverse team of 20+ creative and technical sales staff
- Successfully expand the marketing reach of older consumer products into emerging digital and online platforms
- Strategize with senior management on marketing avg. of 50 new consumer goods annually into traditional retail distribution channels in the Fast Moving Consumer Goods (FMCG) market

Sales Management Assistant

July 2012 – August 2017

Harold & Co., Milwaukee, WI

- Pioneered a comprehensive 2-hour sales video training series through meticulous research and content development, enhancing the skills and productivity of the company's sales staff nationwide
- Met with avg. of 5 clients weekly, identifying and analyzing their goals, developing digital marketing strategies and solutions based on their objectives
- Developed quarterly marketing and sales mail campaigns in accordance with advertising schedules and company sales budgets
- Supervised the delivery and installation of bike parts to new clients; coordinated replacements with existing customers

EDUCATION

MBA

University of Illinois - Chicago, IL
May 2017

B.A. Business Administration

Wallace State University – East Lansing, MI
May 2012

SKILLS

- HubSpot Sales, Pipedrive & Salesforce
- Market research and strategy
- Sales presentations and demos
- Customer and client relationships