



GLENN A. LYNN

BRAND ADVOCATE

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Job Experience

Brand Advocate, 2014 - Present

Region:

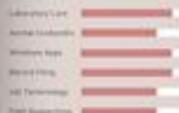
- ✓ Developed and conducted formal and informal training of store teams regarding product knowledge and sales skills.
- ✓ Interacted directly with senior level executives within the client organization.
- ✓ Conducted off-the-job formal training presentations to groups large & small, and 1:1.
- ✓ Distributed sales & marketing literature, educational materials, and other print documents.

Brand Advocate, 2010 - 2014

Region: Corporate

- ✓ Built relationships, coached, and counseled agents to increase sales performance.
- ✓ Provided in-store support, set-up, and direct support, virtual-time reporting to management teams.
- ✓ Provided written and oral communication in regard to strategy and execution to the Regional Brand Advocate Manager.
- ✓ Assessed agent effectiveness through monitoring, testing, and evaluating sales metrics and goals.
- ✓ Provided for quality, detail-oriented attention to the products.

PROFICIENCY



RELEVANT SKILLS

- ✓ Highly experienced in selling in the animal industry.
- ✓ Proficiency with writing in the English language.
- ✓ Extensive soft-professional and sales experience.
- ✓ Thorough knowledge of the consumer pet-care industry, TV and Home Adults.
- ✓ Using knowledge of customer culture and big data analysis of an oil & gas company account.
- ✓ Profound knowledge of interacting grammatical and writing on the internet and writing to clients.
- ✓ Excellent knowledge of high-end accounts in the industry or a proven capability to develop these kinds of relationships.
- ✓ Proficient in applying creative educational and training methodologies.
- ✓ Basic knowledge of Microsoft, Mac, Windows Live, Twitter, a Facebook page and other social networking accounts.