

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

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| Sales Manager
Wilcox Inc., Charlotte, NC | Sep 2017 – Present |
| <ul style="list-style-type: none">Establish full-scale sales operation; duties include developing database systems, recruitment of senior regional sales managers, and developing sales and marketing strategiesSpearheaded 5 strategic marketing campaigns worth between \$1M and \$3M, leading a diverse team of 20+ creative and technical sales staffSuccessfully expand the marketing reach of older consumer products into emerging digital and online platformsStrategize 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
Harold & Co., Milwaukee, WI | July 2012 – August 2017 |
| <ul style="list-style-type: none">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 nationwideMet with avg. of 5 clients weekly, identifying and analyzing their goals, developing digital marketing strategies and solutions based on their objectivesDeveloped quarterly marketing and sales mail campaigns in accordance with advertising schedules and company sales budgetsSupervised the delivery and installation of bike parts to new clients; coordinated replacements with existing customers | |

EDUCATION

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| MBA
University of Illinois - Chicago, IL
May 2017 | B.A. Business Administration
Wallace State University – East Lansing, MI
May 2012 |
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SKILLS

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