



## GLENN A. LYNN

### BRAND ADVOCATE

📍 4000 Double Oak Drive  
Young, TX 75458

📞 (940) 336-4434

✉️ glenn@brandadvocate.com

🌐 glenn.lynn

#### JOB EXPERIENCE

##### Brand Advocate, 2016 - Present Owner

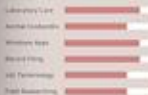
- Scheduled and conducted formal and informal training of store teams regarding product knowledge and sales skills.
- Interacted directly with senior level executives within the parent organization.
- Conducted informal and formal training presentations to groups large (2, small, and 1:1).
- Distributed sales & marketing literature, educational materials, and other print collateral.

##### Brand Advocate, 2016 - 2016 Regional Supervisor

- Built relationships, coached, and motivated others to increase sales performance.
- Provided routine support, back-up, and direct support, real-time reporting to management teams.
- Developed 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 top quality, detail-oriented attention to the products.

- Assisted in job production and sales associate on-site at events.
- Collected and reported information throughout a prescribed timeline.
- Maintained a consistent and highly visible presence in the designated location.
- Facilitated in-store activities to optimize sales and visual merchandising.
- Assisted and maintained customer information in the database.

#### PROFICIENCY



#### RELEVANT SKILLS

- Highly experienced in selling in the wireless industry.
- Familiarity with selling in the Retail Channel.
- Familiarity with promotional and event execution.
- Thorough knowledge of the consumer electronics industry, TV and mobile devices.
- Deep knowledge of customer service and key to the success of an oral presentation scenario.
- Proven knowledge of objective performance and training in the client's call-center location.
- In-depth knowledge of high-end accounts in the territory or a proven capability to develop these types of relationships.
- Proficient in applying creative educational and training techniques.
- Proficient in use of the Internet, Email, Windows Live, Twitter, a Facebook page and other social networking accounts.