

### **Professional Summary**

Talented Sales Officer with exceptional skill at selling a company's products and services utilizing effective and innovative marketing methods tools and resources. Amicable and enthusiastic approach and excellent pitching clearly delineates why a customer or client should invest in your products.

### **Core Qualifications**

- Accomplished at reaching assigned targets through a variety of media channels
- Experience in sales, cash management and relationship management
- Exceptional network of vendors, business contacts and clients
- Maintains a detailed knowledge of the competition and the best ways to stand out from them

### **Experience**

#### **Sales Officer**

12/1/2007 - Present

#### **Colonial Family Retail**

Winchester, California

- Developed and implemented business plan that increased profits by 27 percent over four year period
- Found, investigated and converted leads
- Advised company and clients on investment options by analyzing and determining risk factors
- Led team that exceeded sales targets five out of six years
- Coordinated, monitored and closed all group bookings
- Conducted regular meetings about state of sales with agents and management
- Attended trade shows and retail conventions as face of company

#### **Sales Officer**

6/1/2002 - 12/1/2007

#### **Kellogg Commerce**

Los Angeles, California

- Maintained relationships with merchants, vendors, stores and customers
- Helped company set up its online store as well as a full website with blog forums and contests
- Attended trade shows and retail conventions
- Managed payments and accounts receivable, processing online payments

### **Education**

#### **Bachelor's of Science - Marketing**

2002

School of Marketing at Pittsdale College