


MICHAELA NITZSCHE


WINE SALES REPRESENTATIVE

Talented wine sales representative with 3+ years of experience in the wine industry. Outstanding record of increasing sales and boosting customer loyalty while managing a portfolio of over 50 wines from around the world. At XYZ, achieved an increase in total sale amount by 10% within one year through successful marketing campaigns and product demonstrations. Recognized for excellent interpersonal skills when working with diverse clientele, including restaurant owners and corporate buyers.

CONTACT

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EMPLOYMENT

Wine Sales Representative at Employer A

Colorado Springs | January 2018 to Present

- Formulated creative promotional strategies to increase wine sales by \$2,500 per month; developed new product lines and launched them in 15 stores.
- Demonstrated superior knowledge of wines from around the world through frequent tastings and educational activities for customers; increased awareness of different varieties by 30%.
- Consistently achieved monthly sales targets set by management, with a solid track record of exceeding goals up to 25% on average every quarter.
- Achieved successful customer acquisitions & retention through personalized services and follow-up communications over email/phone; grew customer base by 20%.
- Collaborated with other departments such as marketing & PR to promote upcoming events related to wine tasting and sampling across various retail outlets in the region.

Wine Sales Representative at Employer B

Killeen | March 2012 to December 2017

- Developed and implemented effective sales strategies for a portfolio of 200+ wines, increasing revenue by 15% year-over-year.
- Successfully marketed and sold specialty wine to over 80 customers each month; increased new business accounts from 2 to 10 in the last 6 months.
- Streamlined ordering processes and procedures, resulting in an average order turnaround time reduction of 5 days within 12 months.
- Reorganized inventory management systems which resulted in a decrease of 20% wastage due to mislabeled orders or incorrect stock levels at any given time.
- Promoted various brands through online platforms such as Twitter and Instagram, generating 50+ leads per week that were converted into paying customers on average within 3 weeks.

EDUCATION

Bachelor of Science in Business Administration at Educational Institution

November

XYZ

2011

SKILLS

Product Knowledge

Sales Techniques

Organizational Skills

Time Management

Networking

Market Analysis

Wine Tasting Knowledge