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# Randy S. Cohen

3001 Lake East Drive #1171 • Las Vegas, Nevada 89117 • 702.886.0120 • cohenrandy596@gmail.com

Dear Hiring Prospective Employer

This letter and resume are for your consideration for the sales position of recently posted. My professional expertise Includes, but is not limited to, the following:

- **Sales and Marketing – Sales Professional; Business to Business Sales; Consultative Sales; New Account Development**
- **Customer Service Expertise; Relationship Building; Clientele Base Development**
- **High-Profile Presentations, Marketing, Advertising & Promotional Campaigns**
- **Marketplace Penetration; Self-Generated Leads & Referrals; Networking; Lead Generation**
- **Knowledge in International Marketing, Sales and Product Development**
- **Customer Service Excellence; Client Relations; Calm Under Pressure**

I have a proven record of successfully working remotely, both inside and outside, in an office space designed to include a state-of-the-art desktop, laptop, cellular telephone and headset.

My accomplishments in the sports nutrition industry include sales and business plan development and execution. I have simultaneously managed more than 500 accounts with ongoing positive sales, and my experience includes the development of international working relationships in more than 25 countries. The ability to learn and utilize product information to cross sell and upsell a variety of brands from multiple companies significantly expanded market share.

The best example of prospecting and creating accounts is the success of my tenure with LG Sciences, where I developed and increased an international account base of 10 new distributors in less than 12 months. The ability to solve client problems with viable solutions became well recognized and created excellent customer relations

I am very interested in the position with a company that takes pride in its reputation. I will strive to make a substantial contribution to the continued growth and success of your organization. Thank you for your consideration and I look forward to the opportunity to answer any questions and further discuss my qualifications.

Sincerely,

Randy Cohen  
Encl.

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## PROFILE

A competent, skilled, persistent, dedicated, and results-driven professional with a strong record of achievement in providing the necessary **sales and marketing expertise** to ensure streamlined operations, customer satisfaction, significantly increased proficiency and profitability.

Specialized Accomplishments:

- Managed over 500 accounts in 7 states averaging over \$1.5 million monthly
- Performed work remotely both outside and inside, and managed all accounts in 7 state territory
- Worked with distributors, business to business sales, and organized demonstrations on national level
- Conducted massive staff trainings
- Worked with major grocery store chains performing strategic marketing and display presentations
- Executed over 50 calls daily connecting to decision-makers
- Worked at several Trade Shows - The Arnold Classic, Mr. Olympia, and FIBO Germany
- Utilized multiple CRMs to include Salesforce, Microsoft Office Suite, QuickBooks
- Social Media expert - Facebook, LinkedIn.com

## PROFESSIONAL EXPERIENCE CHRONOLOGY

- |                 |  |   |
|-----------------|--|---|
| 11/15 - Present | <b>HI TECH PHARMACEUTICALS</b><br><b>Sales Representative</b>                          | <ul style="list-style-type: none"><li>• Serve as Field representative for greater Las Vegas, and all accounts for Advanced Muscle Science.</li></ul>  |
| 2013 - 11/15    | <b>LG SCIENCES</b><br><b>National Sales Representative</b>                             | <ul style="list-style-type: none"><li>• Handled all accounts in the USA including 9 international distributors.</li></ul>   |
| 11/11 - 8/13    | <b>MYOGENIX - WWW.MYOGENIX.COM</b><br><b>International Sales Manager</b>               | <ul style="list-style-type: none"><li>• Managed and directed a sales force to achieve \$500,000 in global sales and 30% profit margin.</li></ul>  |
| 8/09 - 8/11     | <b>LG SCIENCES - WWW.LGSCIENCES.COM</b><br><b>International/National Sales Manager</b> | <ul style="list-style-type: none"><li>• Developed new prospects, and interacted with both national and international customers to increase sales of LG Sciences products, with positive sales in excess of \$200,000 monthly.</li></ul>   |
| 6/05 - 7/09     | <b>SAN NUTRITION - WWW.SANN.NET</b><br><b>National Sales Manager</b>                   | <ul style="list-style-type: none"><li>• Determined 35% annual unit, and gross-profit plans through effective implementation of marketing strategies; while analyzing both trends and results. Increased monthly national sales with SAN from \$200,000 to over \$800,000 per month within one year.</li></ul> |

## EDUCATION

UNIVERSITY OF COLORADO  
Boulder, Colorado  
Concentration: Business

*References Available Upon Request*