

Nelia D. Vilorio

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Accomplished business professional transitioning a robust background in Account Management and Customer Service to the field of Process Improvement and Organizational Communication.

— Areas of Expertise —

Interagency Communications | Process Improvement
Proposals | Evaluation & Assessment | Interviewing | Data Management
Project Management | Client Satisfaction & Retention | Documentation

Professional Experience

HydraMaster

Account Executive

Mukilteo, WA
08/2010 – Present

Manage global distributor network for two brands in 3 regions, 22 states and 6 countries with sales totaling over \$22M. Retain current and develop new businesses and clients, coordinating all functions between the outside sales staff and internal departments.

Key Contributions:

- Evaluate processes and make recommendations to leadership team to improve customer and employee retention and satisfaction.
- Manage projects to support gaps in workflow: identifying problems, needs and documenting processes.
- Research, evaluate, and update data on open opportunities and potential leads by effectively collaborating with distributors and national accounts to assess needs and current offerings.
- Coordinate and attend trade shows to increase brand awareness, educate customers, produce leads and sell products.
- Successfully contribute to new product development, enhancements, and product launches.
- Manage accounts to confirm updated information and develop tools to assist with sales efforts, resulting in customer retention, loyalty and confidence in the distributor.

HydraMaster North America

Account Manager

Mukilteo, WA
8/2008 – 08/2010

Led sales department to improve efficiency; functioned as sales liaison and customer communications advocate between Engineering, Production, Finance, Operations, Technical Support & Purchasing resulting as the “go to” person for information and technical understanding.

Key Contributions:

- Integral member of transitional teams to help train staff, identify needs, issues and solutions, and manage projects when the company undergoes major changes in ownership, organizational structure and software.
- Assigned as leader for inside/outside sales by managing multiple projects; delegated responsibilities and influenced buy-in from peers and management.
- Managed projects to improve client onboarding, sales processes, and operational policies.
- Marketing Coordinator collaborating with marketing manager to ensure information and layout on catalogs, sell sheets, and flyers were relevant to customers' needs and consistent with branding.
- Planned, implemented, staffed, evaluated and coordinated corporate participation in industry related trade shows.

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Dry Air Technology

Burlington, WA

Sales & Marketing Coordinator

6/2001 – 8/2008

Managed sales and customer service operations for 5 industries, with over 100 national and international accounts, 5 major distributors and 5 rental representatives; served as customer liaison by relaying and collecting information, referring customers to available resources, presenting material on new and existing products, and training customers on product use and specifications.

Key Contributions:

- Successfully retained clientele by effectively resolving conflicts and customer disputes.
 - Provided technical advice to customers inquiring about products for specific jobs that led to purchases and overall repeat business.
 - Generated sales analysis for multiple distributors and industries on sales trends resulting in opportunities and areas for improvement.
 - Functioned as Trade Show Coordinator by organizing budgets and leading follow up for over 10 national and regional shows a year.
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Community Service

Co-chair, Parent Preparedness Group

1/2019 - Present

- Advocate to improve safety, preparedness and recovery in schools by working closely with the school district, first responders and community agencies to improve plans and processes

Member, North County CERT (NC Regional Fire Authority)

4/2018 - Present

- Assist the community in the event of a disaster, educate and promote preparedness in the community

24-hour Domestic Violence and Sexual Assault Hotline Volunteer

6/2006 – 9/2008

- Provided callers with information, referral and advocacy-based counseling

Volunteer Guardian Ad Litem, Snohomish County CASA/VGAL Program

6/2006 – 8/2008

- Court Appointed Special Advocate providing case management and home visitations for dependent children who are victims or alleged victims of sexual abuse, physical abuse, or neglect
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Education and Credentials

Master of Arts in Public Administration

Institute of Public Service, Seattle University - Seattle, WA

Bachelor of Arts in Communication

University of Hawaii at Manoa - Honolulu, HI

National Student Exchange Program

University of Massachusetts at Amherst - Amherst, MA

Professional Development:

Dale Carnegie Sales Advantage Training (Peer Human Relations Award)

Leadership Skagit: Intensive 9-month curriculum combining leadership skill development with in-depth information, study and discussion on topics critical to the future of the region

Software Expertise

Microsoft Suite, Adobe Photoshop, Baan LN, NetSuite, Goldmine, Dynamics 365