

# AUDRA HAMMOND

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Tampa ◇ Florida

## SUMMARY

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Sales manager with five years of experience eager to use relationship management, organizational and research skills to optimize sales strategies.

## EDUCATION

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<b>University of Eastern Shore</b> <i>Bachelor of Arts in sales</i>	2003
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<b>Seinäjoki College, Finland</b> <i>Graduate</i>	1998
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## EXPERIENCE

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<b>Industry Plus Magazine</b> <i>Sales Manager</i>	February 2022–Current <i>Tampa, Florida</i>
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- Assist sales team to achieve profit goals, averaging \$200,000 in annual client revenue
- Oversee development of a 15-member sales team by promoting results-driven strategies
- Develop client acquisition and lead generation strategies by conducting market research
- Project expected sales volume for existing accounts to properly allocate budget
- Analyze budget to reduce expenditure and optimize profits

<b>Monkey Foot Publishing</b> <i>Assistant Relationship</i>	July 2018–February 2022 <i>Tampa, Florida</i>
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- Developed a territory plan and make adjustments based on analysis of competitor behavior
- Educated clients on new products and services to optimize upselling tactics
- Maintained record of customer comments, complaints and inquiries

## SKILLS

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- Relationship management
- Time management
- Consultative sales
- Communication