

NICOLE MARTY

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SALES & MARKETING PROFESSIONAL

Creative, passionate and dynamic professional with an extensive background in sales, marketing and management. Decisive team leader with an eye for creative detail combined with a solid background in business analytics. Exceptional ability for achieving bottom line results through an effective balance of creative thinking and sound business decisions. Reputation as a high-energy leader willing to take on challenges deemed too difficult by others. Consistent focus on customer needs to exceed sales targets using innovative client-focused marketing and sales strategies.

EXPERIENCE

Arrow Electronics, *Inside Sales Representative* (Feb 2018 – Feb 2019)

- ◇ Grew customer accounts by up to \$1M consistently exceeding sales goals for the quarter
- ◇ Initiated and led cross-departmental conference calls in high stress situations where immediate escalations were required
- ◇ Effectively communicated pain points in process flow, both customer-facing and internally to director-level management within Arrow
- ◇ Served as the voice of all Internal Sales Representatives in North America on a task force addressing complex systemic issues adversely effecting sales and distribution of power supply products

GoldenbergLaw, PLLC, *Marketing Director* (Nov 2015 – Sept 2017)

- ◇ Managed and implemented the \$100,000+ redesign of firm website while maintaining the existing website
- ◇ Established effective working relationships amongst all disciplines and stakeholders invested in the firm's website redesign.
- ◇ Planned, organized, and implemented all print and digital marketing and advertising campaigns
- ◇ Prepared effective monthly reports ensuring all projects were kept on task, on time, and within budget
- ◇ Designed all marketing and advertising materials, establishing a new brand identity for the firm
- ◇ Coordinated photo shoots with local photographers to reflect our rebranded image across all communication platforms

Robins Kaplan LLP, *Paralegal Intern* (Oct 2015)

- ◇ Summarized large trial transcripts and depositions while abiding by tight and strict deadlines
- ◇ Edited and updated informational materials on legal procedure to be used in new associate training

Books For Africa, *Event Intern* (Apr 2013 - Jun 2013)

- ◇ Assisted in organizing the Annual BFA Luncheon raising over \$15,000
- ◇ Coordinated flights, meal, and event for keynote speaker, Ebrahim Rasool
- ◇ Created PowerPoint presentations for speakers from the U.S. and Uganda

TECHNICAL SKILLS

- ◇ Adobe Creative Cloud
- ◇ Basic HTML, CSS, and JavaScript
- ◇ Microsoft Word, Xcel, PowerPoint, and Outlook
- ◇ Google Analytics, Gmail, and Documents
- ◇ Oracle
- ◇ Mailchimp
- ◇ Squarespace
- ◇ WordPress
- ◇ Salesforce

CORE COMPETENCIES

- ◇ Strategic Market Positioning
- ◇ Passion for Customer Success
- ◇ Client Relationship Management
- ◇ Cross-Functional Collaboration
- ◇ Change Agent for Transformation
- ◇ Consultative & Challenger Sales Approaches
- ◇ High-Impact Sales Presentations
- ◇ Strategic, Meaningful Partnerships
- ◇ Multi-Million Dollar Negotiations
- ◇ Customer Experience Management
- ◇ Revenue Growth
- ◇ Customer Loyalty Development

EDUCATION

University of Minnesota (2007-2011)

Minneapolis, MN

Bachelor of Arts: Political Science; Bachelor of Arts: Global Studies

Inver Hills Community College (2013-2015)

Inver Grove Heights, MN

Post Graduate Paralegal Certificate Program - ABA Approved