

# Anthony Vester

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## Objective

An organized and results driven eCommerce Sales Executive looking to utilize my skills to grow within the eCommerce channel. I have managed Amazon in different capacities since 2012 and would like to apply and expand my current knowledge to grow all eCommerce accounts. As an organizational team player, I am willing to take on challenges not always considered a function of sales. I am quick to adopt new technologies and welcome systems that will improve myself and my team.

## Experience

### **ECOMMERCE SALES EXECUTIVE | SUNCAST | JAN 2018 - CURRENT**

- Directly manage \$30MM annual product sales across 14 Brands and 690 unique SKUs. Brands include Amazon, Amazon Basics, Chewy, Zulily, Groupon, HSN/Improvements, VMInnovations, and more.
- Launched the eCommerce department and onboarded 2 directors and 1 content manager. Mentored the eCommerce department and sales organization on eCommerce strategies.
- Developed digital marketing strategies to drive brand awareness, traffic, and conversions. Averaged 5% ACOS across all 2018 Amazon PPC campaigns.
- Launched 6 Amazon Basics white label products. Managed the program from inception through quoting, presentation, design, production, audits, and shipping.
- Utilized the Amazon Vine program to generate product reviews and bolster product page rank prior to product launch.
- Understood and set customer pricing to meet corporate profitability goals. Executed a corporate mandated 6% price increase across all accounts in 2018. Negotiated pricing with customers utilizing program, payment terms, and marketing as leverage. Reviewed pricing annually and renegotiated customer terms where applicable.
- Implemented an Internet Minimum Advertise Price (iMAP) program aimed at increasing corporate and customer profitability.
- Utilized 3rd party software, John Galt, to maintain customer forecasts for use in production planning. Met with production planning team multiple times a week to review forecasts, production plans, shortages, and customer on hand inventory.
- Organized and executed customer requested audits. Worked with corporate stakeholders to conduct audits and implement corrective action plans.
- Gathered product specifications, generated marketing copy and reviewed customer product pages for accuracy on a regular cadence. AB tested content for effectiveness.
- Supported Account Management with customer review, PO corrections, and catalog revisions.
- Created training materials and taught beginner & intermediate Excel courses within the corporation.

### **SALES ASSOCIATE | SUNCAST | MAY 2013 – JAN 2018**

- Worked directly with VP and Director of Sales on key accounts on \$70MM annual product sales across 11 domestic and international brands. Brands include Amazon, Costco, Menards, Sears, and more.

- Managed Amazon SVS program. Met weekly with Amazon SVS Manager to review account and opportunities.
- Prepared for sales meetings, created presentations, organized sample shipments, and reported on meeting minutes to the leadership
- Generated and presented sales reports to executives.
- Organized and executed customer requested audits. Worked with corporate stakeholders to conduct audit and implement corrective action plans.
- Organized trade show booth inspection, setup, and return. Coordinated with sales team and reps to assemble/disassemble samples and ensure return of prototypes.
- Supported Account Management team with customer review, PO corrections, and catalog revisions.
- Answer product questions and resolve issues

### **ACCOUNT MANAGER| SUNCAST CORP. | JUN 2012 – MAY 2013**

- Managed customer PO's from inception through shipment, working with sales reps to correct order errors and communicate out of stocks.
- Utilized 3rd party software to maximize trailer capacity and lower customer freight costs.
- Generated sales reports for sales team.
- Assisted in reconciling accounts payable, claims, and shortages.
- Fielded consumer support calls from customer service. Provided consumer with product and service information where applicable.

### **PRODUCT MANAGER| SUNCAST CORP. | FEB 2011 – JUN 2012**

- Executed independent research and collaborated with Engineering and Sales to define vision, strategy; and explore new opportunities
- Identified unmet consumer needs and developed new product definitions and recommendations based on findings.
- Determined financial targets and pricing recommendations based on market research and other findings.
- Analyzed market trends, and profitability of new and current product opportunities. Provided positioning, insight and materials that align with short & long term business priorities.
- Supervised or moderated focus groups specific to new product concepts, consumer shopping, brand essence, and pricing studies.
- Managed all phases of market research projects to develop actionable recommendations and communicate results to the organization.
- Designed and revised artwork for carton packaging, labels, and other special projects.

## **Education**

### **ASSOCIATE OF SCIENCE | MAY 2015 | WAUBONSEE COMMUNITY COLLEGE**

- Emphasis: Business Management & Marketing

## **Programs**

- Microsoft Office (Excel, OneNote, PowerPoint, Word), Adobe (Photoshop, Illustrator), John Galt, IBM Cognos, IBM Lotus Notes, Slack, Asana, ToDoist, Magento.