

Outside Sales Representative Outside Sales Representative Owner - Frenzy Designs Louisville, KY
Authorized to work in the US for any employer Work Experience Outside Sales Representative
TZMO USA - Birmingham, AL January 2017 to Present Increased gross profit in sales territory by
over 150% in two years Successfully developed strategy to drive product awareness and business
growth throughout Alabama territory Created relationships with distribution partners and
determined proper sourcing methods depending on product category and discount margins
Manage prospective leads and existing accounts through the Salesforce CRM platform to
accurately forecast revenue, maintain real-time customer status, and develop long-term business
partnerships Owner Frenzy Designs - Birmingham, AL 2009 to Present Increased gross sales by
40% each year for 5 consecutive years by developing web marketing strategies involving SEO,
mobile devices, social media, blogging, email marketing, and online content to enhance inbound
marketing and brand awareness Ensured customer satisfaction by handling product questions,
ordering concerns, and shipping issues to retain existing customer base by 40% over last 5 years to
help improve overall sales Performed competitor analysis and competitive intelligence for strategic
planning to improve new leads by over 200% over the last 5 years Expanded sales coverage area
to 43 states within U.S. and Canada within 5 years by creating new product ideas and exploring new
sales channels for lead acquisition Devise strategies to maintain corporate branding across
multiple digital platforms and print in designing promotional materials, packaging, displays, ads,
video, and other collateral Develop web marketing strategies involving SEO, mobile devices,
social media, blogging, email marketing, and online content to enhance inbound marketing and
brand awareness Set metrics, monitor, and report on digital campaign performance metrics
(sources, bounces, opens, clicks, conversions, heat maps) to meet business goals Build online ad
strategies utilizing Google Adwords, Bing, Facebook, Pinterest, LinkedIn, and Twitter Expand SEO
strategy to improve web visibility, increase traffic, and sustain top positioning Develop new product
ideas and explore new sales channels for lead opportunities Track KPIs, identify key trends and
behavioral patterns to optimize web strategy Design graphics, animation, and multimedia for
promotional needs for web and print Create social media platforms for interactive conversation to

build client communications Conduct multivariate and A/B testing, optimize landing pages and registration forms Automate workflows and data flow interfacing to maximize resources

Director of Internet Operations Rick & Bubba, Inc. - Birmingham, AL 2004 to 2009 Consistently met or exceeded company revenue goals while within budget constraints Assisted in annual budget decisions; assumed accountability for web department P & L Researched and implemented current technical methodologies to improve development time Managed multiple web projects from initiation through post-launch implementation and maintenance Ensured customer/user satisfaction by inspiring and leading a knowledgeable and courteous staff Established interactive strategies and tactics based on insight from web analytics, surveys, secondary research, and emerging interactive trends Facilitated vendor relationships, performance-based online promotions, and social network integration Provided project leadership for website and media production to handle production timetable, status reporting, team coordination, outsourced resource planning, and quality assurance Overlooked daily web operations to insure content delivery, site availability, and web presence Maintained knowledge of changing PCI data security compliance standards Aided with ordering, scheduling, and inventory levels for online merchandising

Coordinated and published regular e-newsletters to promote products, enhance existing relationships, and sustain email marketing campaigns Developed real-time online tracking system to incorporate customer comments and information to improve support, centralize customer data, provide risk analysis, and offer profitability breakdown Ensured competitive edge by determining technical/user trends through market research Designed Flash-based audio/video player to incorporate dynamic user content control

Web Applications Developer EBSCO Industries - Birmingham, AL 1999 to 2004 Handled testing, deployment, and maintenance of the web based applications Manipulated T-SQL, stored procedures, triggers, and complex queries for data usage Utilized XML to separate and present data alternatively to reduce heavy database usage

Communicated with various organizational levels to insure successful transition in system modifications

Web Developer Rick & Bubba, Inc - Birmingham, AL 1997 to 2004 Created and maintained an online subscription-based system to generate web services revenue Designed web

graphics for corporate-quality branding, logo augmentation, and multimedia Flash work Developed user friendly browser interface for media library management Implemented graphical design layout techniques for cross-browser compatibility Administered internet infrastructure to include web server and applications to monitor intelligent traffic, bandwidth management, and server usage Performed database duties for relational database design, data integrity, and data redundancy Built and maintained SQL scripts, indexes, and complex queries for data analysis and report extraction Directed workflow for design, development, implementation, and maintenance phase of web projects

Education BS in CIS & Marketing JACKSONVILLE STATE UNIVERSITY - Jacksonville, AL 1993

Skills Sales, Salesforce, Cold Calling, Account Management, CRM, Graphic Design, Software Development, Digital Marketing, Powerpoint, MS Office

Additional Information

26+ years experience in sales, marketing, IT, digital media, and web project management

Dedicated, hard working with intercommunications skills to work with all levels of an organization

Exceptional abilities in project design, development, and implementation along with the organizational and supervisory skills to assure success Ability to delegate and monitor progress to meet deadlines in dynamic environment Work well in both team environments and individual assignments Successful in meeting technical and digital challenges for solutions to maximize resources and profits

TECHNOLOGY SKILLS APPLICATIONS: CMS, CRM, Adobe CC, Microsoft Office, Google Apps, Final Cut Studio TECHNOLOGIES: HTML5, XML, CSS, jQuery, Json, eCommerce, mobile apps, RESTful services LANGUAGES: JAVA, ASP.NET, C#, VB 6, Javascript, PHP, Flash AS2/AS3 OPERATING SYSTEMS: All Windows client/server versions, Mac OS X, DOS, UNIX DATABASES: MS SQL, MySQL, Oracle, Access NETWORKING: Linux, Apache, Mail servers, DNS, DHCP, TCP/IP, FTP, RDP, NAT

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