

Jennie Russell

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Advertising Account Executive with 7 + years of experience in advertising, marketing, business to business sales and customer service in a fast paced environment.

Advertising/Marketing • Sales/Customer Service • Public Relations/Event Promotion

SUMMARY OF QUALIFICATIONS

- ⌚ 6 + years retail management and retail store sales experience
- ⌚ 7 + years experience in marketing and advertising
- ⌚ 2 years experience public relations and event promotion
- ⌚ 7 + years business to business sales experience
- ⌚ Personable; work effectively with wide range of personalities
- ⌚ Practical talent for seeing what needs to be done and doing it
- ⌚ Effective in identifying the needs of consumers
- ⌚ Extensive experience with in bound and out bound sales as well as cold calling

PROFESSIONAL EXPERIENCE & SALES

Retail/ Retail Sales Management

- ⌚ Execute all phases of managerial tasks in the daily operation of stores.
- ⌚ Oversee and delegate responsibilities among staff, collaborate on daily productivity and sales and maintain a smooth flow of operations.
- ⌚ Successful in helping to build a cooperative work team and environment.
- ⌚ Effective training of employees in developing and maintaining good customer relations, and skillfully negotiating and resolving customer service issues.
- ⌚ Experienced in ordering, receiving, and disbursement of freight.
- ⌚ Knowledge of record keeping, data entry, scheduling and payroll.
- ⌚ 13+ years experience in retail store operations including extensive customer service experience and training, store maintenance, establishing and maintaining new business, merchandising with or without a plan-o-gram and initial store set up and tear down.

Sales Experience

- ⌚ Receptionist and Record keeping
- ⌚ Computer Data Entry and On-line-communications
- ⌚ Extensive customer service experience
- ⌚ Talent for maintaining and driving sales goals
- ⌚ Talent for establishing and maintaining new accounts
- ⌚ Excellent cold calling techniques as well as face to face sales
- ⌚ Aid graphic design in the initial set-up of print advertising
- ⌚ Talent for identifying the needs of consumers, and creating successful marketing campaigns for businesses that specialize in meeting those needs
- ⌚ Exceptional Telecommunications skills

EMPLOYMENT HISTORY

Yankee One Dollar, Malone NY

Third Key Manager ----- 1999-2004

- Oversee store operations and closing procedures in the absence of a manger.

Yankee One Dollar, Plattsburgh NY

Assistant Manager -----2004-2005

- Oversee store operations in the absence of manager
- Ordering, shipping and receiving of store merchandise
- Assist with store set up with and without the use of a plan-o-gram

Acting Store Manger ----- 1/2005-6/2005

- Oversee daily operations of the store
- Responsible for payroll processing and scheduling
- Responsible for human resources procedures
- Oversee all ordering, shipping and receiving of store merchandise
- Responsible for maintaining and exceeding store sales goals

Yankee One Dollar, Malone NY

Assistant Store Manager ----- 6/2005-6/2006

- Oversee store operations in absence of manager
- Ordering, shipping and receiving of store merchandise
- Assist with store set up with and without the use of a plan-o-gram

Fasprint, Malone NY

Advertising Sales Representative -----6/2006-1/2009

- Responsible for the sale of advertising on various company publications including menus, calendars, golf score cards and several area business directories.
- Responsible for the communication between the client and graphic design
- Responsible for the creation of effective advertising concepts for all clients
- Responsible for computer data entry and other clerical duties including UPS, FedEx and DHL shipping and receiving
- Responsible for the sale of print products such as envelopes, business cards, letter head and other office products.

Titus Mountain, Malone NY

Seasonal Lift Ticket and Gift Shop Sales/Customer Service -----11/2008-03/2010

- Responsible for assisting customers with the purchase of daily skiing equipment and ticket packages
- Responsible for all end of day paperwork and cash out procedures
- Responsible for sales and merchandising of the gift shop, and any customer service involved

Sears Hometown Store, Malone NY

Customer Service and Sales ----- 4/2009 – 4/2010

- Responsible for the daily operations of the store including opening and closing procedures and general store maintenance
- Responsible for customer service and sale of home appliances and electronics

Malone Telegram, Malone NY

Advertising Account Executive ----- 3/2010- 7-2011

- Responsible for the sale of newspaper advertising to new and existing clients
- Oversee production of my client's advertising within graphic design
- Maintain and exceed advertising revenue goals
- solicit new marketing and advertising clients on a regular basis

Denton Publications, Plattsburgh NY

Advertising Account Executive -----7/2011- 7/2012

- Responsible for the sale of newspaper and online advertising to new and existing clients
- Maintain and exceed advertising revenue goals
- solicit new marketing and advertising clients on a regular basis

Maurices, Plattsburgh NY

Part Time Assistant Manager-----10/2011-6/2012

- Oversee daily operations of the store in absence of the store manager
- Utilize face to face, consultative sales techniques to assist customers with clothing purchases and drive personal sales goals
- Oversee end of day closing procedures including cash outs and banking and depositing
- Responsible for all end of day store maintenance procedures

The Northeast Group

Advertising Account Executive -----7/2012-Present

- Responsible for the sale of advertising in two different regional magazine publications
- Oversee production of my client's advertising within graphic design
- Work directly with the client to develop and maintain successful and results driven marketing campaigns
- Maintain and exceed advertising revenue goals
- solicit new marketing and advertising clients on a regular basis

Maurices, Plattsburgh NY

Seasonal Sales Associate -----10/2012-12/2012

- Responsible for daily maintenance of the store
- Utilize face to face, consultative sales techniques to assist customers with clothing purchases and drive personal sales goals

Volunteer Positions

Plattsburgh Roller Derby, Plattsburgh NY

Bench Coach/ PR and Marketing Committee Head/ Sponsorship Committee Head ---2/2011-3/2013

- Responsible for coaching the team during bouts and practices
- Responsible for obtaining sponsorship donations to generate funds to keep the team operational
- Responsible for representing the team in the media and securing as many public appearances as possible
- Responsible for the organization of all home bout production and events

Plattsburgh Noon Rotary Club, Plattsburgh NY

Rotarian -----8/2012 - Present

- Chairperson for the Salvation Army Holiday Bell Ringing Committee
- Chair person for the Fishing Tournament Committee
- Volunteer positions for all other local events held by the club

EDUCATION

Franklin Academy, Malone NY----- 1999-2003

High School Diploma

North Franklin Education Center, Malone NY -----2001-2003

Cosmetology Training Certificate

Caregivers, Malone NY-----2004-2004

PCA II Certification

North Country Community College -----2008-2008

Completion of Fall Semester

State University of New York College at Potsdam -----2009-2009

Completion of Spring and Fall Semesters

Professional References

Royal Forgues

Former employer at Fasprint

P.O Box 832 · Malone, NY 12953 · (518) 483-4631

Karen Carre

Former Sales Manager at Malone Telegram

429 East Main Street · Malone, NY 12953 · (518) 483-2000

Betsy Vicencio

Vice President at The Northeast Group

12 Nepco Way · Plattsburgh, NY 12903 · (518) 572-9378

Personal References

David Coryer

Director of Staffing, E.T.S Staffing

186 U.S Oval, Plattsburgh, NY 12903

(518) 562- 4673

Chris Duley

Director of Sales and New Business Development, Northeast Group (direct supervisor)

12 Nepco Way, Plattsburgh, NY 12903

(518) 563-8214 ext.130

Herb Carpenter

Publisher, Northeast Group

12 Necpo Way, Plattsburgh, NY 12903

(518) 572-9375

