Maggie Westerfield

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**Career Summary:**

* **University Admissions Advisor B**: Interview prospective students, assist students with decision making as well as enrollment, and processes to begin their studies successfully. Maintain relationship with students until graduation. Complete all conversations and paperwork with integrity and ethics, in accordance with all federal and state regulations, as well as company policies**.** Work within a team environment, often as team leader, overseeing successful team projects, and team motivation**.** Mentor and coach new advisors. Successfully achieved exceeding metrics of Enrollments, Starts, Conversion Rates, Compliance and CEC Standards and Product/Program Knowledge.
* **Account Executive, Regional Sales Executive:** Outside sales and customer service to existing accounts, company leader in developing new business. Won company award for opening new accounts in 1st year. Increased sales in Seattle territory by over 700%, S. Oregon/N. California territory by 277%, and Oregon territory by 43%.
* **Small Business Owner, General Manager:** Designed and implemented retail store design, from project start to finish, completing within budget and time plan. Developed product mix. Promoted business by creating advertising plan, logo branding, and networking*.* Negotiated lease and vendor contracts. Hired, trained, coached and managed staff. Designed training program for staff. Accountable for all business decisions, based on profitability and in response to current market conditions. Responsible for purchasing of products and supplies. Created and implemented all advertising and promotions. Interacted with customers daily.
* **National Sales and Marketing Manager**: Created marketing plan and materials. Expanded market share. Management of sales to wholesale and retail accounts by catalog, phone, and internet. Increased sales by 15%. Additionally responsible for management of catalog production and retail store. Managed national trade shows, including contracts and staffing. Set department budget*.*
* **Key Account Manager:** Originally sold and oversaw all aspects of a $3 million account, as well as smaller clients with custom requirements. Completed each customer’s projects in time and within budget by collaboration with internal department team leaders, as well as client C-level executives. Managed national trade show exhibits. Coached outside sales executives. Extensive sales and new account development.
* **Customer Service Representative and Trainer**
* **Retail Manager**

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**Career Path:**

AMERICAN INTERCONTINENTAL UNIVERSITY ONLINE: Admissions Advisor

*(Beaverton campus closed, moving all functions to Chicago)* Beaverton, OR June, 2010-Feb. 2013

NORDSTROM: Sales and Customer Service Portland, OR 2010

RUSS BERRIE U.S. GIFT, Inc.: Account Executive Portland, OR 2009-2010

ONE COAST: Territory Manager Seattle, WA 2008

*(Company reorganized, eliminating the division in which I worked)*

HISTORY AND HERALDRY: Regional Sales Executive Medford, OR and Seattle, WA

*(Left to accept above position)*  2006-2008

RUSS BERRIE AND COMPANY: Account Executive Medford, OR 2001-2006 *(Recruited to above position)*

BERTOCCHI STUDIOS: National Sales and Marketing Manager Ashland, OR

*(Left to accept above position*) 2001-2001

BEARING GIFTS: Owner, General Manager Medford, OR 1997-2001

HARRY AND DAVID: Special (Key) Accounts Manager, Corporate Account Executive,

Customer Service Representative, Advertising Assistant Medford, OR 1995-1997, 1982-1990

**Education:** **B. S. Degree:** Oregon State University

Major: Home Economics, Business and Marketing Emphasis

Additional training: Compliance Course, Sales Courses,

Quality Education course, Small Business Management (2-year course), Customer Service training, various software courses.

Working knowledge of Microsoft Office products and additional programs.

**Additional Skills**: Analytical, numeric reasoning.

Excellent communication and interaction skills.

Team spirited, with proven ability to work autonomously. Computer and internet savvy, learn new programs quickly.

Skilled at mentoring and encouraging others.

Professional demeanor and appearance.

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“Maggie commonly seeks to understand and leverage internal and external best practices, and tends to be an advocate and supporter of organization culture change. Maggie generally makes decisions that are timely and well thought through, and conducts sufficient due diligence in researching issues before making decisions. Maggie also starts with the end in mind and remains cognizant of these goals. She maintains high expectations for herself and others when setting objectives.”

*-Shannon Semau, Campus Director of Student Management, American Intercontinental*

*University.*

“I’ve had the pleasure of knowing and working with Maggie Westerfield in two different companies.  I recruited Ms. Westerfield to the second company because she is an excellent salesperson who builds strong relationships with her customers.  Ms. Westerfield easily picked up the subtle business model differences in the second company.  She quickly adapted her abundant skills to the new systems and processes resulting in a much better first year in the new company than we expected.  Ms. Westerfield’s enthusiastic people skills, determined work ethic and desire for new challenges make her an attractive candidate for any company in any industry looking for a quality sales person.”

*-Mike Hope, History and Heraldry, USA Management Team Member and West Coast Sales Director.*

“Maggie Westerfield has a natural gift for building professional relationships and earning the trust and respect of those she interacts with. Her people and networking skills are excellent and is the cornerstone to the success of her growing customer base. She is a natural listener, problem solver and is highly admired and supported by those customers she has developed and by others that she engages both professionally and personally.”

*-Mack L. Hogans, Mack L. Hogans Consulting*

“Your positive attitude is a huge factor in your success in business, as well as in life. Your sales skills, business knowledge and creativity all factor into making you one of the best.”  *-Al Svendsen, previous manager*