

Fredi Heimberg
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JOB INTEREST

internet sales & marketing, business development, client relations

OBJECTIVE

to obtain a challenging and interesting position that utilizes my advanced sales, business development, marketing & multi-lingual skills

PROFESSIONAL EXPERIENCE

Desert European Motorcars Ltd., Rancho Mirage, CA 92270
Internet/International Sales Specialist & Business Development-Europe
2010-present

- implementing a new website
- embedding new sales channels (cars.com/autotrader.com/alibaba.com/mobile.de,etc.)
- moving the whole inventory to a new system (ecarlist)
- feeding vehicles to new online marketplatforms from new system
- testing/evaluating a new CRM system which will save DEM thousands of dollars
- switching company-wide Outlook-based Email-system to the corporate version of Google Docs (gmail/docs/calender/contacts).

iShip24.com, Palm Desert, CA / Embrach (Zurich), Switzerland
2008-2010

Co-Founder, Marketing & Sales Specialist

- international internet sales & marketing company
- stylish products for the European market - Germany, Switzerland, Austria
- business development & investor relations

daydriver.com, Beverly Hills, CA
2005-2007

Co-Founder, Marketing & Sales Specialist

- internet sales & marketing
- web design and content development
- business development (early stage) Smart USA

alpliving GmbH

2002 - 2006

Internet Sales - Sporting Goods

Business Owner, ALPLIVING GmbH, Bern, Switzerland

- Established and founded ALPLIVING GmbH in order to offer an online sales platform for a variety of sporting good items. Quickly became the top selling online retail shop in Switzerland.

Intersport IIC (Intersport International Corporation)

1992 - 2000

Sales Manager, Switzerland

- Responsible for the purchase and sales of sports medicine products (medical stability boots and ankle support systems) and sporting goods retail store merchandising, sales, and purchasing new product lines including women's and men's apparel. Also responsible for spin-off stores which sold wintersport articles (Snowboards, Snowboard-related products and Apparel).
- Developed strong relationships with vendors - Adidas, Puma, Nike, Oakley
- Monitored store performance data on a regular basis.
- Analyzed markets and trends to determine future product opportunities.

EDUCATION

University of California, Los Angeles (UCLA) 2002

Major: International Trade & Commerce

Business School, Biel, Switzerland 2000

Business Administration Specialization

LANGUAGE SKILLS

fluent in: Swiss-German (mother-tongue), German, English, and French
advanced computer and internet skills