

HELEN E. MASCHMEYER

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SUMMARY

A Marketing & Sales Professional who has:

- Managed and facilitated over 10 million dollar marketing cooperative plans year over year while negotiating initiatives throughout each individual partnership agreement
- Allocated marketing budgets to ensure tracking is updated regularly and on-plan to budget, processed invoices and purchase orders
- Performed well in high-pressure environments and met crucial deadlines, while maintaining a positive problem-solving attitude
- Exemplified the importance of consistently remaining “on brand” and upholding each brand’s unique standards, while executing diverse initiatives to customers/clients
- Recognized new trends and proactively pitched innovative methods to inspire and collaborate with various teams in cross-over projects

EXPERIENCE

Tesla Motors, King of Prussia, PA

October 2018 - August 2019

Tesla Adviser

- Walk clients through the start to finish sales process, understanding financing/leasing and all technology
- Build and maintain a loyal client base resulting in top sales generated in the Northeast region
- Assist with out of store events, test drives, solar & vehicle consultations providing all product knowledge
- Manage generous Salesforce pipeline while maintaining a fast pace retail sales floor
- Former Customer Experience Specialist I/II (October 2018 - May 2019)

AMResorts, Newtown Square, PA

July 2017 - June 2018

Sales & Marketing Associate, Canada

- Managed all sales and marketing initiatives for the Canadian market (2nd largest market to the company)
- Prepared back-up such as Return on Investments and Proof of Performances for all quarterly business reviews, conference presentations and business plans
- Assumed the role & responsibilities of a liaison between AMResorts’ Canada team & the company’s external PR agency (rbb), working together to coordinate celebrity & media stays, create & execute all fully-integrated PR campaigns & track results
- Worked efficiently with multiple departments such as Revenue Management, Distribution, Digital, Romance and Creative/Design to execute projects for sales/marketing partnerships and brand awareness in the Canadian market

Paula Hian, King of Prussia, PA

February 2014 - November 2017

Social Media Coordinator & Sales Lead

- Managed all creative content and website copy on all social media platforms (Facebook, Twitter, Instagram, Pinterest and Wordpress) & www.paulahian.com
- Collaborated with graphic designer to execute all design themes/visions
- Visually merchandised fashion showroom & collection looks for events/fashion shows and assisted photoshoots
- Managed flagship store, trained sales associates and hit target KPI’s

CheapCaribbean.com, Doylestown, PA

December 2016 - May 2017

Partnerships Marketing Assistant

- Merchandised website placements on CheapCaribbean.com to achieve marketing initiatives for cooperative marketing plans
- Manage all affiliate accounts & expand program to new publishers/clients
- Communicate with partners to effectively execute marketing initiatives on each contract
- Report week-to-week performance data through Google Analytics/Commission Junction

EDUCATION

University of Pennsylvania, Philadelphia, Pa
Cabrini College, Radnor, Pa

Penn LPS Coding Bootcamp, Full-Stack Coding 2019=2020
Bachelor of Arts, Communications 2015