

MICHAEL K. NEAL

901 N Penn St, Apt R305, Philadelphia, PA 19123

☎ 609.489.2079 ✉ mneal1986@gmail.com

Results-driven professional offering extensive experience in marketing and sales, project management and planning. Maintains a positive and productive work environment, a confident motivator, problem solver, and collaborator. Effectively communicates organizational and customer needs; recommends innovative solutions; implements sustainable initiatives and alternatives to complex problems; cultivates long-term and profitable relationships. Proficient with Microsoft Office Suite.

Areas of Expertise include:

**Project Management | Staff Supervision and Cross-functional Collaboration
Sales and Marketing | Negotiation and Expansion | Planning**

CAREER HIGHLIGHTS

- Founding of Gozen Yogurt in 2011. Created original logo, brand identity, marketing materials, truck design and work processes; responsible for all permitting including health and safety requirements.
- In 2013 Gozen Yogurt negotiated its first franchised business opening in Florida.
- Granted two process patents by U.S. Patent Office for truck design and work processes.
- Created three different revenue streams for Gozen Yogurt: Catering, Vending Events, and Location Vending utilizing marketing and data analysis.
- Negotiated a corporate lease with Bloomingdale's for a frozen dessert marketing project for six figures plus.

PROFESSIONAL EXPERIENCE

Fox Run Brands, Ivyland, PA

May 2017 - Present

Account Manager

- During first six months produced \$1 million+ in sales.
- Generates profits for national retail and grocery accounts by developing and implementing a comprehensive sales plan.
- Cultivated relationships with customers and reps by understanding challenges, priorities, and needs.
- Analyze sales data and provide accurate forecasting to ensure operational efficiency and high levels of service.
- Monitor expenses to ensure resources are utilized properly to develop and strengthen relationships with key customers and rep groups.
- Within first few months assigned to represent Fox Run Brands at national trade show.
- Created monthly sales pitches that were customized within product category.
- Generated solutions for customers to become compliant with company policy.
- Created custom CRM via Excel. Over 2000 accounts were broken down by location, contact info, and order history. Sub divisions of buying groups were used to detect potential accounts left uncontacted and unpitched.
- Custom designed promotion strategy that raised revenue due to increasing customers order amount.
- Developed a relationship with barter group in order to liquidate goods and create 12% savings in Ocean freight and LTL trucking rates.
- Created internal sales competition strategy based on identifying product groupings.
- Trained in Sandler Sales system, Salesforce, JDE, PHOCUS, and Salsify.

Gozen Yogurt, Philadelphia, PA

May 2011 - December 2016

Founder and Managing Partner

- Founded in 2011 as the first mobile self serve frozen yogurt business in the country.
- Grew company to eight employees within first two years of operation.
- Opened a local venue creating winter revenue stream for traditional seasonal business.
- Lead project manager on truck design and fabrication projects as well as many other company projects which were instrumental in the success of operational, marketing, and sales goals.
- Responsible for customer booking, all retail and mobile operations, sales and marketing, accounting, planning and data analysis, training, hiring and scheduling shifts, and developing company vision.
- Formed business relationships with Comcast Spectacor and Aramark for sales in large venues, concerts, and festivals.
- Monitored social media accounts by creating content and advertising plans for Gozen Yogurt,
- Implemented training program for staff in sales, health and food safety, and customer service.

Diamond Jewelers, Port Jefferson Station, NY

December 2010 - January 2012

Consultant and Assistant Buyer

- Supervised numerous projects, including e-commerce development, buying, developing marketing materials, and negotiations
- Managed large sums of cash, gold, diamonds, and other valuables
- Liaison with major vendors.
- Worked as sales associate during high volume periods.
- Provided sales training and loss prevention training for staff.

Forman Mills Inc., Pennsauken, NJ

October 2009 - October 2010

Assistant Buyer

- Transitioned from an \$8 million market sector to \$25 million in five months.
- Liaison between buyers and material suppliers.
- Adjusting sales plan according to trend modifications.

EDUCATION

St. Joseph's University, Philadelphia, PA
Bachelor of Science, Marketing

May 2009