

MARKETING & SALES EXECUTIVE

QUALIFICATIONS PROFILE

Innovative *Marketing & Sales Executive* with demonstrated track record for developing/implementing marketing and communications plans, crafting marketing communications, and advancing brand market presence and market share. Technology-savvy strategist experienced with leading brand development and insourced design initiatives, negotiating cost-saving print solutions, and maximizing market impact and profit margins. Resourceful, insightful, and versatile marketer and visionary with capacity for authoring, designing, and producing creative marketing materials, writing/creating compelling website content, and presenting/leveraging value-added sales opportunities. Interpersonally-skilled leader and motivator with emphasis on quality, accountability, and performance excellence.

CORE COMPETENCIES

- *Project & Event Management, New Product Launches*
- *Sales & Marketing Plan Development & Execution*
- *Marketing Communications, Web Design, Content Management*
- *Social Media & Internet Marketing, Brand Development*
- *Media Buying, Web/Print Media Design*
- *Database Management, Public Relations, Customer Service/Relationship Management*
- *Budget Planning/Administration*
- *Adobe Indesign, Illustrator, Photoshop, Dreamweaver*
- *MS Word, MS Excel, MS Access MS PowerPoint, Exact Target, Google Analytics*

PROFESSIONAL EXPERIENCE

GEORGE STREET PHOTO & VIDEO, Minneapolis, Minnesota, 2012 - Present

Wedding Consultant

- Consulting with prospective clients, identified customer needs and preferences, presenting/marketing \$460,000 in high-end product and service offerings, and **surpassing targeted sales performance objectives**.
- Managing *Metro-Area* sales territory, representing company in eight local trade shows, establishing customer contacts, and **advancing brand visibility and market presence**.
- Utilizing *Salesforce.com*, developing/managing client database and profiles, and **translating new business and sales opportunities into profitable sales results**.

CAT AUCTION SERVICES, Eagan, Minnesota, 2008 - 2012

Field Relations Manager, 2011 - 2012

- Cultivated and sustained long-term, trusting relationships with new *US-based Caterpillar* dealers, and facilitated the efficient onboarding of 17 new dealer accounts for a new *Caterpillar* start-up division.
 - Conceptualized/implemented end-to-end account onboarding process, developed, published, and distributed *Dealer & Sales Team Handbook*, and **increased dealer engagement, sales team competency, and auction participation**.
 - Served as primary account contact, responded to dealer inquiries, provided marketing and promotional materials, and supported new dealer implementation process.
 - Developed industry-related trade association partnerships and alliances, attended non-profit and philanthropic events, and **substantially expanded networking opportunities and market potential**.
 - Oversaw the successful launch and promotion of *Equipment Yard Online-Only Auction*, and **created a new profit center**.
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PROFESSIONAL EXPERIENCE

CAT AUCTION SERVICES, Eagan, Minnesota, 2008 - 2012

Marketing Coordinator, 2008 - 2011

- ❑ Developed/executed national and international marketing plans and strategy, administered marketing budgets, ***promoted \$5-million to \$20-million auction events, attracted 500 to 1000 guests, and delivered equipment revenue that consistently exceeded market value.***
- ❑ Personally managed outsourced-to-insourced creative design transition, designed brochures, billboards, magazine ads, auction catalogs, and web banners, created/published e-mail blasts, facilitated print production processes, and ***saved \$100,000+ in annual design cost.***
- ❑ Created budget and auction-specific marketing plans, strategically purchased trade publication, radio, and multi-media advertising, and ***maximized auction marketing impact and profitability.***
- ❑ Leveraged *HTML*, *CSS*, content management, and tracking tools, wrote, edited, and revised website content, updated product and advertising content, and ***optimized the online consumer experience.***
- ❑ Created a 400,000-entry *Access* database, developed auction-specific potential customer lists, yielded substantial print cost savings, and ***increased event attendance and sales.***

COMCAST, Minneapolis, Minnesota, 2007

Production Assistant

- ❑ Collaborated with eight producers, wrote and co-wrote commercial scripts, attended client meetings, proposed commercial concepts, and ***earned customer commitment and engagement.***
- ❑ Taped, edited, and produced commercial advertising and created three business-class commercials that were aired on daily television for 12 consecutive months.

EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, Minnesota

- ❑ ***Bachelor of Arts Degree, Communications Studies***
 - ❑ ***Dean's List, Four Semesters***
 - ❑ ***Areas of Focus: Organizational Communication, Public Speaking, Public Relations, Mass Media***
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