

Katie Rose Alford

22806 Pleasant St
St Clair Shores, MI 48080
586-453-5566

Sales is more than just a product or service, it's a calling!

I am a motivated go getter who has exceeded any goal set at every job. I work hard to keep my customers happy and get the job done. I am dependable, trustworthy and wear many hats at my job. I love to learn and do so quickly. I will improve any sales quota set before me and have great people, computer & phone skills.

I am a MSU graduate, certified Full stack developer aka software engineer as well as a seasoned proven saleswoman. I am equally skilled in sales, marketing, and advertising however Web Development is my true passion!!

Employment

Specialties Manufacturing Inc
34480 Commerce
Fraser, MI 48026
586-771-2700

7/1/2008-Present

- **Web developer 2021 - present**
- **Sales Manager – 2019 –2021**

As sales manager for both divisions I train and oversee our inside and outside sales staff, coordinate with our reps and vendors as well as work with our top customers to increase sales.

Marketing Manager 2017-2019

Inside Sales Rep/Customer Service **2008-2017**

I currently wear many hats at Spemco. From Inside sales and customer service to webmaster, content writer, blogger, social media manager, marketing Manager and advertising. I helped create our company website, adding all relevant products and brands, created web pages, SEO optimization, Meta tags and keywords, page titles and almost everything seen on our website. I am also coordinating our marketing efforts to create brand awareness for Spemco as well as launch and manage our advertising campaign with Adwords and other platforms.

AT&T Advertising
100 E. Big Beaver
Troy, MI 48083
9/07 – 7/08
(248) 524-7643

Inside Sales Advertising Rep

My duties are setting up advertiser accounts, creating & designing advertising proposals, selling internet, print & other media, up-selling current accounts, securing new advertising accounts, meeting monthly goals and criteria.

**The Detroit Media Partnership
6200 Metropolitan Parkway
Sterling Heights, MI 48312
3/07 - 8/07
(586) 977-7535**

Inside Sales New Business Rep

My duties were mainly cold calling and creating new business for employment advertising. I also maintain my created accounts, design advertising, and suggest new products and advertising media. I have certain goals and criteria that must be met monthly.

**The Macomb Daily
100 Macomb Daily Dr.
Mt. Clemens, MI 48043
08/05 - 3/07
(586) 783-0273**

Inside Sales Advertising Rep/Customer Service

My duties involved designing & selling all classified advertising, cold calling new prospects, Establishing contracts & new accounts, maintaining current accounts.

**Motor City Fastener
1600 E. 10 Mile Rd.
Hazel Park, MI 48030
02/05-08/05
(248) 399-2830**

Inside Sales Rep

My duties involved sales & maintaining current accounts, outbounding, taking incoming sales orders.

**Western-Southern Financial Group
42855 Garfield Suite 112
Clinton Township, MI
04/04 - 02/05
(586) 228-0230**

Financial Planner

My duties involved setting up retirement plans, educational planning, life insurance, health insurance, and savings vehicles.

Education

**Fitzgerald High School
1998- 2002
Diploma**

**Macomb Community College
2003-2004
Some college coursework completed**

Michigan State University
2023-current
Full Stack Developer Program

Skills

I am proficient in all Microsoft programs including Excel, PowerPoint & Word

Excellent People, Phone & Computer Skills

Exceptional sales Skills

Multi-Tasker; Can do any job in the company