

CHIEF EXECUTIVE OFFICER

Award-winning executive and marketing professional experienced in high-volume, multi-unit, retail and business operations in the pharmaceutical, financial services, and food and beverage industries. Demonstrated expertise in brand development, management, sales operations, product launches, recruiting, and business development. Skilled in utilizing technology to improve organizational efficiency.

Experience:

Chief Executive Officer (10/2016 to Current)

- Developed and launched Greenie Tots, a full-line of children's entrees, currently sold in mass retail including Whole Foods, Giant Eagle, Safeway, and independent grocery stores across US.
- Hired & trained brand ambassadors that marketed and sold brand to consumers & retail outlets.
- Managed production setup and distribution with large national natural products distributors.
- Developed incentive performance plan which motivated staff and increased sales by 70%.
- Headed marketing and integrated advertising campaigns across multiple media platforms.
- Increased profits by 60% in one year through restructure of business line.

Healthcare Management Representative (08/2011 to 09/2016)

- Responsible for a portfolio of billion dollar revenue medications to increase market base and change physician prescribing habits.
- Increased annual sales to nearly \$5.7 million through strategic marketing & sales campaigns.
- Created strategies to expand existing customer sales, resulting in 200% sales growth.
- Grew a targeted newsletter subscriber list from 0 to 6,000 members in just 12 months.
- Developed and maintained networks/partnerships with external partners such as physicians, hospitals, community advocacy groups, pharmacies, and corporate employers.
- Assisted District Manager with the development and leadership for district strategy for product launches, sales initiatives, and team motivational activities.

Finance Intern (05/2010 to 08/2010)

- Compiled client lists from multiple global offices and facilitated customer interactions.
- Developed and maintained a customer database with client investment positions and goals.
- Streamlined processes for weekly market updates, reducing time spent by 75%.
- Created visual tools for financial product presentations to external partners.
- Maintained partnerships and aided outreach efforts with schools and local businesses.

Education:

MBA: Business Administration (August 2011) Florida A&M University Tallahassee, FL

BS: Business Administration (August 2010) Florida A&M University Tallahassee, FL

Honors:

Winner's Circle Award (2008)

Skills:

Brand Development, Project Management, Training & Development, Sales Operations, Merchandising