**Carlton A. Poole**

*736 Mountain View Drive ♦ Charlotte, NC 28270*

*704-641-0731 ♦ Email:cpoole752@gmail.com*

**SALES PROFESSIONAL**

Sales & Marketing ♦ Account Management ♦ Customer Retention

**PROFESSIONAL SUMMARY**

Seasoned business development and account management professional with a strong background in sales, customer retention and sales management. I have an extensive background in business development that including managing strategic partnerships for one of the country’s largest online advertising companies, YP.com. A leader in maintaining customer relationships and developing new customer acquisition strategies that directly impact positive revenue growth.

**PROFESSIONAL EXPERIENCE**

**North Carolina Real Estate Provisional Broker Licensee (#298181) -*July 2017***

***Benco* *Dental*, *Charlotte, NC***

***Territory Sales Representative*** *11/2015*

⮚Drives dental merchandise, medical equipment, and technical services to ensure

customer satisfaction

⮚Solicit new business through personal efforts and referrals

⮚Enhance personal skills in product and services focus areas

⮚Develops healthy and productive working relationships with customers, vendors and Benco teammates

***YP Marketing Solutions, Charlotte, NC 02/2003-07/2015***

***Advertising Account Executive***

**Awards & Achievements:**

**President’s Club Recipient - 3 years**

**Campaign Leader- Charlotte and Lake Norman, NC**

**Campaign Leader- Lincoln County and Catawba County, NC**

**Campaign Leader- York County, SC**

**Campaign Leader- Rutherford County, NC**

**Campaign Leader- Statesville, NC**

**Campaign Leader- Gaston County, NC**

* Retain and manage over $1,588,000.00 of annual revenue. Responsible for customer retention and segment penetration strategies.
* Consult with and maintain professional relationships with a wide range of small to mediums sized businesses in the Charlotte, NC and surrounding areas including Medical practices and Attorneys to Heating and Air Conditioning and Roofing Contractors and Restaurants and Retail operations.
* Formulate successful marketing campaigns in order to generate new customers and create brand awareness.
* Incorporate customer sales strategies with print, YP.com, search engine marketing, online banner programs and direct mail campaigns in order to grow current advertisers programs through strong relationship building and compelling value propositions specific to customized key performance indicators and program return on investment.
* Formulate tailored advertising presentations and proposals to each customer’s needs emphasizing strong market presence and return on investment. Develop new customer growth through a strong referral system and the use of direct marketing, cold calling and personal face-to-face follow ups.
* Google Adwords Premier SMB Partner as well as a Yahoo and Bing Strategic Local Ambassador.
* Minimize account reductions through my strong ability of proving value and Return on Investment
* Strong consultative selling approach based on customer needs realization and return expectations.
* Selected by management to mentor and train new employees on processes and procedures. Often sought out by co-workers and management to assist in daily problem solving issues.

***Snelling Personnel, Charlotte, NC 07/2000-02/2003***

***Recruiter***

* Produced $600,000 in annual revenue in the first year
* New business generated a 58% increase from previous year
* Identify client needs and obtained job orders from local and national companies through cold calling and referrals
* Built strong relationships with existing accounts to ensure client satisfaction and to obtain additional orders
* Recruited, screened and interviewed top-level candidates and placed them in professional positions.

***Cellular Warehouse-Verizon Wireless Agent, Charlotte, NC 12/1996-7/2000***

***Sales Manager***

**Awards & Achievements:**

**Recipient of three National Performance Awards**

**Top Sales Executive for six consecutive quarters for Verizon Wireless**

**Scored highest in the South East region for Verizon Wireless Agent’s performance review**.

**Generated $550,000 in total annual revenue**

**Recognized for increasing personal sales goals by 75% year over year.**

* Managed Sales and Administration Staff. Responsible for hiring, training and motivating a successful sales team
* Coordinated promotions, which included advertising schedules, budgets and ad design
* Accountable for all aspects of inventory, including ordering and reconciling month end.

***Account Executive 12/1996-12/1997***

Presented, priced and negotiated contract terms, products and services

* Initiated sales through cold calls, referrals and networking

**EDUCATION**

**BS in Nutrition and Hospitality Management, Minor-Spanish** **– Honor Roll - East Carolina University**

**Kappa Sigma Fraternity**

**Interfraternity Council Treasurer for 3 years**

**Founding member of Order of Omega-National Honor Fraternity**

**Proficient in MS Office, Salesforce and Outlook**

**Current Home Owners Association Treasurer for Springfield Square Condominiums**

**Current Home Owners Association Vice President for Sardis Hills Neighborhood**

**REFERENCES**

Available upon request