**Pamela Lyle**

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**US-GA-Decatur-30030**

**Education**

Lynn University, MBA - 2017

Bachelor of Science Degree – Lincoln University, Lincoln University, PA

Richardson Sales Training & Sales Coaching

**PROFESSIONAL BACKGROUND**

Results driven sales and marketing leader with a proven record of accomplishments with industry leading organizations.  Demonstrated  commitment to maintaining highest level of product quality while driving revenue growth through multiple marketing and promotional strategies.  Exceptional sales representative who sold wide marketing programs. Expertise in consumer development, product provision marketing, and strategic planning, CRM management.  Proven ability to develop new business and increase sales within new markets and mature territories.

**Management Experience**

Directed and managed remote sales team throughout the United States. Implemented value based sales process for various Fortune 500 companies. Reduced operating costs for field operations by streamlining training procedures.

Grew annual sales 15% by focusing sales teams on solution sales.

**Professional Experience**

**Indoor Media - April 2018 to present**

**Commissions only sales representative-**

Selling targeted advertising to local business. Cold Calling, lead generation, presenting campaigns. Commissions range from 15% - 40% of sales that exceed $8400 in advertising revenue.

**Advertising Wheels Inc. Marketing Manager, March 2017 to April 2018**

Sold mobile advertising via rigorous cold calling, prospecting, and meetings to secure vendors and assets for Fortune 100, 500 clients. Extensive travel across the US. 90% travel.

Key player in cultivating with national clients and vendors.

Aggressively sold advertising campaigns targeting logistic companies

Closed sales opportunities quickly and efficiently.

**2013 - 2015**

Marketing Freelancing- Provided direct marketing support to small business owners.

**Samsung Electronics, Sales Consultant, March 2011 to November 2013**

* Assigned and challenged to revitalize a large metropolitan territory plagued by poor performance.  Managed, serviced and built existing accounts.  Developed new business.  Served as key liaison for all customers and work as the only Sales Consultant within the market.
* Selected Results

Revised a history of stagnant sales; delivered consistent growth and increased territory sales by 12% within an 8-month period.

**Del Monte Foods / Advantage Sales and Marketing,June 2008 – May 2010**

**Retail Operations Manager (Broker)** – **Wal-Mart Regions Alabama, Georgia, North and South Carolina**

Incremental sales to WalMart Market Managers, Market Grocery Managers, and Regional Managers.  Managed accounts within a 4 state territory.

* Revenue Generation:  Secured $2.5 million in new revenue from a previously dormant category.
* Broker Del Monte product deals at a Regional, District or store level to include pallet, end cap, 4-way, shelf fill or promotion.
* Inform Regional, Market Manager and Market Grocery Manager Managers of Roll -Backs, Save Even More programs and enhanced margin opportunities on Del Monte products.

Responsible for driving business and account development goals through relationship building and solution selling strategies within retail. Partnered with District Sales Managers on regional promotions. Achieved 85% of objective.