

# Patricia Berkman

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## EDUCATION

University of Massachusetts, Amherst, MA    B.A. Isenberg School of Management, 2009

## EXPERIENCE

### **Harvey Tool Company LLC; Rowley, MA**

*Sales Manager — Jan 2013 - July 2014*

*Account Manager — Jan 2012 - Dec 2012*

*Sales Coordinator — July 2010 - Dec 2011*

*Customer Service — Sept 2009 - July 2010*

- Lead and train three sales individuals in outbound sales activities and goal planning.
- Manage distributor and end user relationships.
- Visit distributors and end users to promote brand and educate on product offering.
- Generate regular and miscellaneous sales reporting for executive management team utilizing crystal reports and querying from database.
- Analyze and report on customer trends by industry, product type, and sales.
- Educate customer facing teams on customers and industry through quarterly RFM analysis presentations.
- Contribute to the development of email marketing campaigns from initial vision to completion
- Continuously enhance reporting and database capabilities through increased technology education with Microsoft Excel and MS SQL.
- Review and analyze current processes and develop documentation for all new procedures.
- Continuously find and create new opportunities for lead generation.
- Create, train, and implement standard presentation for brand awareness and product offering.
- Assist in management of international distribution.
- Create, train, and implement on boarding procedure for new outside sales hires.
- Create, train, and implement travel and expense policies for outside sales team.
- Plan and execute corporate outings and distributor meet & greets.

## EXPERIENCE CONTINUED

*Information/Sales Agent, Bowen's Wharf; Newport, RI*    May 2009 - Aug 2009

*Office Assistant, HR Dept, University of Massachusetts; Amherst, MA*    Sept 2008 - May 2009

*Server, Salem Country Club; Peabody, MA*    May 2008 - Aug 2008

*Assistant, Seacrest Manor; Rockport, MA*    Summers - 2006 & 2007

*Internship, Walt Disney World; Orlando, FL*    Jan 2007 - May 2007

## SKILLS

- Knowledge and experience working with coding/programming languages: HTML, CSS, Javascript, jQuery, AJAX, PHP.
- Advanced level in Microsoft Office Applications: Excel, Word, Access, PowerPoint, and Outlook.
- Familiar with Adobe Illustrator and InDesign.
- Familiar with MS SQL and Crystal Reporting.
- Leadership/management experience, sales, marketing, customer service.
- Dynamic problem solver, detail oriented, quick learner & highly adaptable.

## COMMUNITY

- Big Brothers, Big Sisters
- Seattle Tilth

## PORTFOLIO

[www.pattyberkman.com](http://www.pattyberkman.com)