

Patricia Berkman

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PROFILE

Experienced business professional with extensive background in customer service, marketing campaigns and sales initiatives seeking a position in a marketing related field in order to utilize my current areas of expertise while continuing to work towards a career in Web Development and UX Design.

EDUCATION

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

SKILLS

- HTML, CSS, Javascript, jQuery, AJAX, Microsoft Office
- Leadership/management experience, dynamic problem solver, detail oriented, quick learner & highly adaptable, customer service

EXPERIENCE

Sales Manager, Harvey Tool Company LLC; Rowley, MA Jan 2013 - July 2014

- Lead and train three sales individuals in outbound sales activities and goal planning
- Analyze and generate regular and miscellaneous sales reporting for executive management team
- Create trend reports on over/under performing distributors for investors
- 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
- Manage distributor and end user relationships
- Draft and execute quarterly reviews for team individuals
- Continuously enhance reporting and database capabilities through increased technology education
- Visit distributors and end users to promote brand and educate on product offering

Account Manager, Harvey Tool Company LLC; Rowley, MA Jan 2012 - Dec 2012

- Plan and execute processes for multiple outbound call campaigns
- Implement new reporting features to analyze metrics on outbound activity
- Proactively contact customers to manage current relationships
- Create, train, and implement standard presentation for brand awareness and product offering

Sales Coordinator, Harvey Tool Company LLC; Rowley, MA July 2010 - Dec 2011

- Assist in management of international distribution
- Create regular and miscellaneous financial reports
- 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

Customer Service, Harvey Tool Company LLC; Rowley, MA Sept 2009 - July 2010

- Provide order entry and inbound call support
- Maintain multiple executive calendars

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