

# David Tesser

## **Experienced Salesman /Manager**

Port Jefferson, NY 11777

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(631) 559-5263

Developed cost-effective whiteboard animation tool to create client videos as CEO of TestimonialsinVideo.com.

Earned Diamond Status - reserved for fewer than 5% of elite sales professionals - with Restaurant.com.

Closed 90% of sales while managing store operations as President of The Rug Gallery at Port Jefferson.

#readytowork

Authorized to work in the US for any employer

## Work Experience

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### **Co-Founder, Sales & Operations Manager**

TestimonialsinVideo.com (copy and paste) <https://youtu.be/UP44OMTcKqE> - Port Jefferson, NY

April 2011 to Present

Built an innovative digital and video media firm that caters to small-to-medium size companies from the ground up. Continued to specialize in developing and launching testimonials for online platforms.

Key Accomplishments:

- \* Took care of all business and creative aspects of each sale from initial concept to final delivery and follow-up.
- \* Built an outstanding rapport with a cross-disciplinary set of creative freelancers to ensure projects were completed on time, on budget, and aligned with each client's marketing goals.
- \* Spearheaded development of a cost-effective creative whiteboard animation tool that allowed freelancers to seamlessly create unique and cost-effective client videos.

### **Senior Sales Consultant**

Brickit.com - Hauppauge, NY

May 2013 to June 2014

Pursued residential and commercial sales, developed and presented sales presentations, and managed confidential online client records on HOUZZ profile software.

Key Accomplishments:

- \* Created exceptional rapport with high value clients while building concepts and targeted proposals for architects and other key decision industry makers.

### **Field Sales Manager**

NCR.com

September 2012 to April 2013

Mentored sales representatives while creating marketing campaigns that generate new accounts and increase profits.

Key Accomplishments:

- \* Delivered outstanding customer service and hosted solutions support to 1000+ accounts.
- \* Radically improved account management and sales revenues by rolling out strategic training for colleagues.

## **Advertising Consultant**

Restaurant.com

July 2011 to June 2012

Oversaw business-to-business advertising sales to restaurants across Long Island. This included qualifying leads, cold-calling, training 50 restaurant members, and meeting with each client monthly.

Key Accomplishments:

- \* Achieved \$100,000 in sales to earn Top 10 Sales Representative Ranking every month.
- \* Exceeded expectations to become a Diamond Status Holder - reserved for fewer than 5% of the sales team.
- \* Continually strengthened relationships with key decision-makers at 150 restaurants.

## **Local Online Sales Executive**

Patch.com

July 2010 to July 2011

Managed the sales cycle while delivering advertising sales strategies to local business advertisers. Analyzed clients' advertising needs and target markets to identify effective promotional strategies, including event sponsorships.

Key Accomplishments:

- \* Earned 'Patch on the Back Award' for reaching out to support and train new team members.
- \* Successfully applied advertising tools to create unique brand identities for clients while building local engagement.
- \* Developed mutually beneficial event sponsorships from planning, through rollout, to attending each local event.

## **Internet Sales Manager**

ReachLocal

March 2009 to June 2009

### **Internet Sales Consultant**

Identified prospective clients through networking groups, print, radio and television advertisements. Followed up referrals, implemented telephone canvassing, and made cold calls. Excelled in managing all phases of clients' campaigns.

Key Accomplishments:

- \* Drove the success of small-to-medium sized businesses by partnering with clients to increase online presence.
- \* Coached every client in the best strategies to capitalize on their online presence through reputation management, effective social networking, and website strategies.

## **Store Manager**

Office Depot - Bullhead City, AZ

September 2007 to February 2009

Directed store operations including inventory control, loss prevention, customer service, sales, and administration. Hired and developed managers and associate teams. Continually monitored employee

performance, identified team members' strengths and weaknesses, drafted skills development plans sales staff, and delivered targeted feedback.

**Key Accomplishments:**

- \* Navigated countless initiatives - sales, inventory, marketing, and training - and deadlines to launch a new store.
- \* Built a highly professional management team by delivering formal training and continuous coaching to the Assistant Store Manager and Supervisors.
- \* Consistently achieved top loss prevention walk, market basket attachment, mystery shop, and survey evaluations.

**President**

The Rug Gallery - Port Jefferson, NY

June 2005 to August 2007

Managed operations including inside sales, payroll, hiring, team mentoring, merchandising plan development, and merchandising displays.

**Key Accomplishments:**

- \* Personally closed 90% of store sales while seamlessly managing store operations and staff.
- \* Excelled in business development by aggressively pursuing networking opportunities with local merchants.

**Regional Area Rug Specialist; Territory Sales Manager**

Shaw Industries - Dalton, GA

1999 to 2000

June 1999 - May 2005

Managed sales operations while generating \$3M to \$5M in annual sales. Oversaw training and employee development at 1,500 stores across the Tri-State region. Succeeded in meeting targets by continually mentoring teams in sales skills through formal training seminars, ongoing individual coaching, performance evaluations, and team meetings.

**Key Accomplishments:**

- \* Exceeded expectations to earn the President's Sales Award three out of four years.
- \* Consistently ranked as a Top Sales leader for growth and margins
- \* Spearheaded \$300K to \$400K in annual revenue growth to break through the \$3.5M annual sales barrier.

**Education**

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**Bachelor's in Business Administration**

Rider University - Lawrenceville, NJ

**Associate's in Liberal Arts**

Suffolk Community College

**Skills**

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- SALES (10+ years)
- OPERATIONS (10+ years)

- MARKETING (10+ years)
- ANIMATION (7 years)
- TRAINING (5 years)
- Salesforce
- Cold Calling
- MS Office
- Account Management
- Powerpoint
- CRM
- Sales Experience
- Microsoft Powerpoint
- Negotiation (10+ years)

## Links

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<https://www.linkedin.com/in/dtesser>

## Certifications and Licenses

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**Google Adwords**

**driver's license**

## Additional Information

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- Areas of Expertise -

Inside & Outside Sales | Digital Animation Marketing | Operations Management | Business to Business Sales

Business to Consumer | Business Development | Account Management | Sales Training & Team Leadership