

Demitreast Scales

Marketing Agent

Dedicated professional with a proven background in sales and administration. A strategic, innovative and creative thinker with effective skills in marketing, communication and writing. Extremely team oriented and well versed in the art of relationship building. Skilled in the CRM salesforce, Microsoft office and more.



JOB EXPERIENCE

INSIDE SALES DEVELOPMENT SPECIALIST : AllPoints Foodservice Parts & Supplies, 2013-Present

- Managed a \$3.4 million portfolio
- New customers generated \$350,000 in sales.
- Grew portfolio of 220 customers to 250 customers within one year.
- Promoted from Tier 1 sales agent to Development Specialist within the first 2 years.
- Extensive usage of the Salesforce CRM and Pardot email marketing system.
- Extensive experience in Lead Nurturing including prospecting, conversion selling, business development and customer retention.
- Developed Brand Persona's to identify consumer behaviors.

SR. NAT'L MILITARY ENROLLMENT RECRUITER: Colorado Technical University 2009-2012

- Conducted 30 to 40 phone interviews daily to market, advertise and sell the University value propositions.
- Effectively enrolled between 8 and 15 new students per month maintaining a 95% start rate or better.
- Nurtured students from leads to active students to graduates and continuing education.
- Promoted from National Military recruiter to Sr. National Military recruiter within the first 2 years.

ASSISTANT MANAGER: Metro Park USA 2007-2009

- Identified current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
- Achieved multiple sales awards for leading my team in sales and becoming top 10 in the company in sales with just 1.5 million dollars sold in 10 months.
- Marketed merchandise by studying advertising, sales promotion, and display plans.



EDUCATION

COLORADO TECHNICAL UNIVERSITY: MASTERS OF SCIENCE IN BUSINESS ADMINISTRATION (MARKETING) Current Completion Date June 2017

COLORADO TECHNICAL UNIVERSITY: BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (MARKETING) 2015

JOHN HERSEY HIGH SCHOOL: DIPLOMA 2006



1852 Jamestown Circle,
Hoffman Estates, IL



847-809-0308



dcscscales@gmail.com

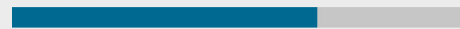
SKILLS

PROFESSIONAL SKILLS

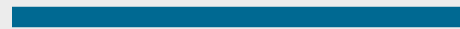
Salesforce



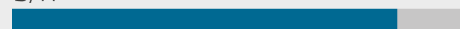
Pardot



Microsoft Office



S/X



PERSONAL SKILLS

Communication



Teamwork



Creativity



Management

