* Produced P&L statements to enable research into loss-reduction strategies.
* Developed positive, performance-based internal sales and marketing culture to include mentoring staff.
* Performed competitive analyses and adjusted sales and marketing strategies accordingly.
* Implemented sales and marketing program to support company objectives, resulting in [Number]% increase in new business within [Timeframe].
* Developed and implemented SEO techniques to maximize internet traffic and presence.
* Analyzed sales and marketing data for improved strategies.
* Implemented, executed and strategically expanded business channel partnerships and program initiatives.
* Cultivated and maintained strategic alliances with key partners and vendors.
* Helped sales and marketing team members continuously improve product knowledge, skill set and career-building potential by motivating strong revenue numbers and continued promotional success.
* Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
* Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
* Devised integrated plans to build brand awareness, sales pipelines and customer acquisition plans.
* Spearheaded successful branding initiatives, sales strategies and public relations approaches to underpin and enhance marketing campaign deployment.
* Outlined marketing strategies and developed collateral in close collaboration with product management personnel.
* Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
* Directed canvassing plans to facilitate consistent, high-quality appointments for sales representatives.
* Led crisis management team and provided quick turnaround solutions.
* Leveraged direct marketing, industry partnerships and social media platforms to maximize marketing strategy success.
* Created and expanded sales presentations to new and existing customers increasing net sales revenue by [Number]% in [Timeframe] sales.
* Managed sales promotions and marketing strategies on major social media sites.