

Sales / Marketing / Management

- **Encompassing** 16 years of combined experience in sales, marketing, management, customer service and business.
- **Launched new marketing strategy and increased sponsorship by 200% in 2005.**
- **Regained market share of diminishing account base and obtained 40% retention.**
- **Recognized as "Top Sales Performer" 2004 and 2005.**
- **Ranked 1 of 75 sales associates in region.**
- **Qualified manager** with success optimizing workflow while increasing sales and maintaining service excellence.

EXPERIENCE

Sales / Marketing

- Launched and sell sponsorship packages in support of Atlanta's basketball team.
- Represent Cox Media as a front-line Account Executive and sell business-to-business advertising throughout middle Georgia.
- Establish and foster new and existing business relations, already achieving budgeted goal for 2003 in August.
- Coordinate sales promotion activities and maintain high standards of visual merchandising excellence
- Stabilize sales in a downsizing economy by creating and implementing various sales strategies followed with service excellence.
- Perform employee performance evaluations and develop marketing strategies for increased sales.
- Recognized as "*Top Performer*" in region out of 75 associates.
- Accepted increasingly challenging responsibilities to Co-Sales Manager with rapid advancement to Sales Manager.
- Employed as Sales Associate from 10/89 - 1/90 and rehired in management position.
- Recipient, "Salesperson of the Year", 2003-04, "Employee of the Year", 2003/04", Cox Cable.
- Recipient, "LEIO Award", Leadership-Extra Mile- Innovation- Outstanding Performance" 2003/04", Cox Cable.

Communications / Public Relations / Customer Service

- Provide "coaching" in professional selling, telephone etiquette and overcoming objections.
- Comfortable communicating with people from diverse backgrounds and intellects on various subject and product matter.
- Directly handle all customer service problems, troubleshoot issues and recommend solutions independent of supervision.
- Process refunds; adjust accounts, initiate account maintenance for appropriate billing cycles.
- Consistently selected for duties requiring specific attention to detail; utilize personal organization to meet critical deadlines; salvage potential customer downgrade/disconnects and effectively manage performance.

General Business Management

- Manage a sales staff of 35 personnel; plan and prepare work schedules, assign employees to specific duties, supervise sales and customer service and establish security, sales and record keeping procedures and practices.
- Motivate, support and develop key personnel into successful team oriented management candidates; retain qualified personnel.
- Train employees in professional selling, controlling shrinkage and generating add-on sales.
- Succeeded in promoting a key holder to a 1st Assistant earning increased responsibilities.
- Order merchandise, maintain inventory, perform receipt/cash reconciliation's and prepare records.
- Work as team player in peak times to verify leases for accuracy and prepare monthly financial statistics.

Sales Manager, THE ATLANTA BASKETBALLTEAM, Atlanta, GA

05/2005 - present

Account Executive, COX MEDIA ADVERTISING, Macon, GA

05/2002 - 05/2005

Store Manager, AMERICAN EAGLE, Macon, GA

04/2001 - 05/2002

EDUCATION

Bachelor of Arts Degree in Marketing, Mercer University, Macon, GA 2004

Specialized Training: Professional Selling Skills, Dale Carnegie; The Art of the Sale