

## NAME

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CONTACT INFO

### OBJECTIVE:

A position in inside or outside sales using my skills in new business development, communications, marketing, technology, and management.

### PROFESSIONAL PROFILE:

Results-oriented sales representative with a solid knowledge in sales administration, business processes, and customer relations. Self-starter, excellent presenter, and sound negotiator with high ethical standards. Proven ability to consistently exceed management objectives and effectively maximize growth. Broad technical experience.

### EXPERIENCE:

**American Stand & Exposition, Inc.** Sarasota, FL  
*Sales Representative* 2000-2001  
Inside and outside sales for a dealer development program involving technology graphics solutions for the tradeshow industry. Prospective dealer cold calls resulted in **50% success rate** in dealer sign-on. Set up and administered company's client database; active contributor to marketing decisions.

**Computer Advantage, Inc.** Sarasota, FL  
*Manager, Graphics Department; Sales Technical Support* 1998-2000  
Developed new revenue stream through establishment of a print-for-pay department, generating revenues from equipment previously used solely for sales demonstrations. Proven closer – directly responsible for an **increase of 500% in department revenues** within two years. Provided sales support through product demonstrations, software training, and technical assistance.

**Dickinson Studios** Sarasota, FL  
*Manager, Digital Department; Sales Technical Support* 1994-1998  
Directly contributed to **sales increase of 700%** in a two-year period. Supported sales by communicating technical and graphical solutions to potential clients.

**Click Communications** Charlotte, NC  
*Manager, Photo Lab; Professional Photographer* 1988-1993  
Directly contributed to **sales increase of 25%** through client contact and customer service.

**McFarland Photography** Charlotte, NC  
*Entrepreneur* 1990-1993  
Established clientele and developed successful business in wedding photography.

**Western Carolina University** Cullowhee, NC  
*Assistant Manager, Student Media Center* 1986-1988  
Provided student services and support in a technical environment.

### EDUCATION:

**Western Carolina University** Cullowhee, NC  
*BS, Marketing, GPA 3.2* 1988

**SKILLS SUMMARY:**

**Sales** – Experienced in inside and outside sales, sales technical support, dealer prospecting, dealer development, cold calling, appointment setting, and contact management using ACT! software. Extremely knowledgeable about the tradeshow industry and process, including designing displays and representing products. Consistently contributed to increased sales and higher profitability.

**Advertising/Marketing** – Thoroughly skilled in print advertising layout and design. Frequently consulted by company owners about marketing decisions and graphical design elements. Able to design, produce, mix, and synchronize high-tech, multi-media productions. Achieved second place in a college-wide marketing competition.

**Technology** – Specialized in computer graphics design and production. Highly proficient in PhotoShop, Illustrator, Quark, PageMaker, and various scanning software products. Proficient in Microsoft Word, PowerPoint, Access, and ACT! contact management program. Frequently performed troubleshooting, repair, and maintenance on entire network as well as computer hardware, including printers, scanners, copiers, and computers. Mechanically adept and dexterous.

**Communications** – Excellent verbal and written communications skills. Active listener. Supported sales by demonstrating products and communicating technical solutions to potential clients; provided post-sales support.

**Business Management** – Experienced in supervising employees, including scheduling, assigning tasks, reviewing progress, and resolving conflicts. Responsible for developing an entire business unit from startup to profitability, including planning, budgeting, selling, and reporting in a deadline-intensive environment. Skilled in inventory control.

**Process Improvement** – Strength lies in participating in a process, then discovering improvements and efficiencies. Received monetary recognition for process improvement and cost-saving suggestions.

**Personal** – Strong work ethic; highly flexible and adaptable; self-starter.

**COMMUNITY SERVICE:**

Volunteer weekly in sound system engineering for a large community church. Volunteered for three years in the Florida foster parenting program.