
Sales and Marketing Professional

Proven success in utilizing strengths in leadership, strategic planning, sales management, and effective communication to achieve corporate objectives

Results-oriented sales and marketing professional with extensive experience in executive administration, operations management, business analysis, and strategic planning. Possess a demonstrated record for steering business turnarounds, facilitating lucrative transitions to new markets and creating solid internal structures for local and international future growth. Effective in reorganizing, streamlining and strengthening existing operations as well as identifying and capitalizing new business opportunities. Exceptional ability to establish rapport with customers, gain trust, and build a strong repeat and referral business.

Highlights of Expertise

- Strategic Business Planning
- Cost Reduction and Avoidance
- Cash Flow Optimization
- Brand Development
- Contract Development / Negotiations
- Budget Administration / Management
- RFQ Proposals
- Process Redesign / Change Management
- Staff Recruitment and Development Programs
- Team Building and Leadership

Professional Experience

ImageSeller, LLC

Senior Account Director (Remote), Chicago, 2014-present

Provided executive-level leadership with full accountability for the program and inventory management of Brown-Forman's online web store, forecasting and planning inventory of over 1400 SKUs. Analyzed and reported on all sales orders, shipping contracts, diversity/minority purchasing, and supplier rebates. Developed and implemented strategic initiatives designed to optimize the merchandise performance of all Brown Forman brands. Utilized time management programs daily to promote effectiveness.

- Established tailored proposals, quotes, and contracts for all clients ranging from one-time print jobs to year-long rebranding of a client's image and collateral.
- Contributed to the achievement of the company's growth and financial targets by formulating strategies that resulted in increasing supplier rebate pool from \$30K per year to over \$220K per year while spending remained consistent.
- Spearheaded the negotiation of product pricing and terms with key vendors while ensuring compliance, competitiveness and the production of high-quality products.
- Streamlined operations by developing processes to increase efficiency and improve the creative merchandise process.
- Supported company initiatives on new business development with potential clients, including RFP responses. Provided input and implemented strategies to attain corporate goals.

Account Director, Denver, 2008-2014

Served as the account lead on the Jack Daniels Family of Fine Whiskey brands, the agency's largest account. Held concurrent responsibilities in leading the efforts of integrated teams in the creation and execution of strategic and brand-focused promotional marketing solutions. Directed all aspects of campaigns from inception to execution and evaluation while managing budgets and analyzed campaign effectiveness.

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- Spearheaded the implementations of the new POS product launches for Jack Daniels Tennessee Honey (2011) and Jack Daniels Tennessee Fire (2014).
 - Increased brand awareness and engagement by interacting with consumers, identifying target markets, target accounts, product launch, and product development.
 - Consistently met and exceeded client expectations and sales projections on time and below budget. This includes managing the stock inventory program to stay within budget guidelines set for each individual brand.
 - Led and mentored team account managers. Created individual development plans and guided/coached to influence performance and succession development.

Prior success as Account Manager for Imageseller, LLC, Chicago.

Educational Background

Bachelor of Arts in Economics

Colorado State University