

DEBRA MAZZOLENI

Sales Professional

MISSION

A multi-talented sales professional and account developer seeking transition to a challenging position in the beverage industry.

QUALIFICATIONS

Account + Resource Management Expert
People Expert
Proven Analytical Skills
Multilingual (English and French)

GET IN TOUCH

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WORK HISTORY

Regional Sales + Marketing Manager

Lachini Estate Winery: 2019 to Present

- Spearheaded marketing campaigns and product initiatives to increase sales and market presence for a prestigious Oregon vineyard, resulting in 20% growth in three months.
- Developed a field pricing program to optimize inventory and allocation management, uniquely curating client portfolios and investments.
- Created and implemented wine education seminars, consumer facing events, and peer to peer trainings.
- Executed weekly sales data analyses to develop detailed internal reports.

Regional Sales Manager

American Northwest Distributors: 2017-2019

- Cultivated and managed a client base of over 70 New VIP accounts.
- Produced network of established retail, on premise, and off premise relationships to maximize ROI.
- Implemented cross functional marketing plans to exceed company KPIs via wine education, digital campaigns and key account management.

Key Account Sales Manager

A&B Imports: 2015-2017

- Built new territory sales by 30% in the first year.
- Produced 50% increase of wine placements in a competitive marketplace.
- Generated sales by cultivating strong relationships with clients and prospecting new account relationships within my assigned territory.

Key Account Sales Manager

Bronco Wine Company: 2014-2015

- Managed pricing, forecasting, and sales training within three regional distributors.
- Achieved a 21% growth in yearly sales in a 2 million dollar Oregon market.

EDUCATION

University Of Vermont

Burlington, VT

Bachelor of Arts, Economics and Business - Magna Cum Laude

SKILLS

Proficiency of Microsoft Office suite and general CRM databases.