

NICHOLAS HOPKINS

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Experienced Sales Manager in the CPG/FMCG industry with a demonstrated history of implementing innovation and growing globally recognized brands. Proven skill set in project management, sales, stakeholder management, budgeting, and team leadership. Objectively effective in both traditional and agile work environments through efficient time management and communication.

PROFESSIONAL EXPERIENCE

Remix 170 FMCG Wholesale

International Business Development Executive

Manalapan, New Jersey
November 2023 - Present

- Acquired new and developed existing partnerships within the FMCG industry both internationally and domestically.
- Conducted market research and analysis to generate and pursue leads with potential clients.
- Attended trade shows and conducted business meetings with a wide variety of wholesalers and distributors.
- Measured metrics, such as delivery times, customer demand, lead time, and costs, to maximize logistics efficiency.
- Successfully negotiated within expected margins for both foreign and domestic clients.

Vital Pharmaceuticals, Inc. d/b/a Bang Energy

Territory Sales Manager

New York/New Jersey
November 2019 – November 2023

- Led sales team to meet customer acquisition and revenue growth targets by overseeing more than 50 accounts weekly.
- Analyzed IRI, VIP, and Nielsen data to identify CPG market trends, forecast sales, and implement strategic planning.
- Provided technical product trainings and presentations to distributors, resulting in a 59% increase in sales.
- Applied rigorous time management and proficiently utilized CRM software to manage company goals from inception to completion.
- Tracked KPIs to ensure strategies are consistent with the company's overall mission.

Big Geyser, Inc.

Route Sales Representative

Long Island, NY
November 2018 – November 2019

- Identified new business opportunities and onboarded 5 top-selling CPG brands (Celsius, C4, Essentia, Body Armor, Owyn, etc.).
- Conducted regular business meetings with distributors to ensure goals were met, resulting in a 26% increase in overall route sales.
- Worked in collaboration with senior management to define project goals and establish a timeline and plan to achieve them.
- Worked closely with cross-functional teams to fast-track progress with current goals and objectives.
- Engaged in daily meetings to track progress of key objectives and expanded working knowledge of new products and incentives.

Rockstar Beverage Corp. (PepsiCo, Inc.)

Area Sales Manager

Long Island, NY
May 2013 – November 2018

- Managed and developed relationships with key accounts, resulting in 14% increase in sales revenue within first year of employment.
- Provided comprehensive business reviews during sales meetings and managed suggested pricing levels.
- Developed marketing and promotion programs through input from distributors and beverage sales teams.
- Responsible for implementing full sales cycle lead to prospect, nurture, and grow relationships with existing and new clients.

Houlihan's Restaurant & Bar

Foodservice Manager

Long Island, NY
September 2007 – May 2013

- Trained and supervised staff, controlled budget, and maintained cost-effectiveness of FOH operations.
- Provided excellent customer service, negotiated with vendors, and ensured quality control.
- Managed menu planning, order placement/inventory, ensured optimal stock levels.
- Coordinated special events and managed catering operations.

EDUCATION AND CERTIFICATIONS

CUNY John Jay College

Bachelor of Criminal Justice
September 2008-June 2012

New York, NY

Project Management Professional (PMP), Project Management Institute

Certified Associate in Project Management (CAPM), Project Management Institute

Google Project Management Professional Certificate, Coursera

Certified Scrum Master (CSM), Coursera

Automate Tasks with Jira, Coursera

INTERESTS

- Unrelated Achievements: Single Engine Pilot License
- Hobbies: Hiking, tennis, nutrition, reading, concerts
- Exploratory Travel: Visited over 20 countries throughout Europe, Southeast Asia, and Latin America