

EVELYN WHITE

Cattle Buyer Field Marketing Representative

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PROFESSIONAL SUMMARY

Experienced Cattle Buyer Field Marketing Representative with 7 years of expertise in optimizing livestock procurement strategies and enhancing brand visibility. Proven ability to build strong relationships with ranchers and stakeholders while analyzing market trends to drive decision-making. Passionate about leveraging my skills to foster growth and innovation in the cattle industry.

WORK EXPERIENCE

Cattle Buyer Field Marketing Representative

📅 Apr / 2020-Ongoing

Blue Sky Innovations

📍 Chicago, IL

1. Coordinated marketing initiatives focused on cattle procurement across multiple states.
2. Acted as a liaison between cattle suppliers and corporate offices to ensure brand consistency.
3. Managed a team of interns to support regional marketing efforts and market research.
4. Collaborated with R&D to test and promote new cattle feed products.
5. Executed targeted marketing campaigns aligned with corporate strategies to maximize market presence.
6. Analyzed market data to optimize cattle sourcing and pricing strategies.
7. Initiated partnerships with local businesses for cross-promotional marketing efforts.

Rolling O Lab Factory Pilot

📅 Apr / 2018-Apr / 2020

Cactus Creek Solutions

📍 Phoenix, AZ

1. Played a key role in promoting the company's cattle procurement initiatives at industry events.
2. Traveled extensively to communicate brand values and product offerings to potential clients.
3. Oversaw the logistics of promotional events, ensuring brand visibility and engagement.
4. Conducted presentations and demonstrations at trade shows, reaching diverse audiences.
5. Served as a spokesperson for the company, effectively communicating product benefits to stakeholders.
6. Engaged with ranchers to gather feedback and improve product offerings.

EDUCATION

Bachelor of Science in Animal Science

📅 Apr / 2016-Apr / 2018

University of Nebraska-Lincoln

📍 Portland, OR

Focused on livestock management and marketing strategies.

SKILLS

Strategic Sales Negotiation In Livestock Procurement



Market Analysis And Trend Identification



Relationship Management With Ranchers And Stakeholders



Effective Communication With Industry Stakeholders



ACHIEVEMENTS

- 🌟 Successfully negotiated contracts with over 50 ranchers, improving procurement efficiency by 25%.
- 🌟 Developed and implemented a marketing campaign that increased brand awareness by 30% within the cattle industry.
- 🌟 Established a network of local ranchers, resulting in a 40% increase in cattle sourcing opportunities.