

Objective

Accomplished, results-driven sales and marketing professional with over 25 years of experience in sales, customer service, outreach development, and, healthcare industry seeking a sales account executive or consulting position.

Skills

Sales, Account Management, Business Development.

Work Experience

National Marketing Manager I

ABC Corporation - 1988 – 1991

- Initiated and implemented the Health and Human Service marketing program focused on state governments.
- Served as a highly effective company representative at national and state conferences.
- Initiated and developed the first Health and Human Services marketing program for Digital Equipment Corporation in State and Local Government and contributed to 40% revenue growth by identifying and securing leading applications to the company platform.
- Created market presence amongst federal, state, and national organizations by determining departmental agency application needs and coordinating national resources to support bids.
- Developed and facilitated industry training, consulting, and direction to field sales staff on Health and Human Services programs, applications, and market opportunities resulting in sales team identification of application bids.
- Organized the National Child Support Enforcement sales team to pursue and secure federally funded state contracts.
- Recognized as an industry expert and key informational resource in federal Health and Human Service entitlement programs through presentations to state and client groups.

National Marketing Manager

Delta Corporation - 2005 – 2010

- Managed and coordinated all marketing, advertising, and promotional campaigns across two brands with 9 locations Overhauled the budget planning.
- Formulated, directed and coordinated marketing activities to promote releases at retail on a national level.
- Developed national marketing and sales strategies designed to promote the maximum product and brand exposure at the retail level Worked on all aspects.
- Responsible for marketing international chain of over 320 retail stores, including all print, radio and television advertising.
- Created co-op advertising with record labels, consulted franchises on marketing and advertising campaigns, composed radio ads, print layouts.
- Designed monthly magazine, and weekly E-newsletter integrating sales statistics, upcoming releases and company news.
- Managed national brand marketing campaigns for Nordstrom Anniversary and Half-Yearly Sales.Developed awareness marketing campaigns for the launch.

Education

BA in English and Business - (Bowling Green State University - Bowling Green, OH)