# Robert Smith

## Retail Account Manager

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## SUMMARY

To obtain part-time or full-time employment with a skilled professional team in the management or customer service field. Enhanced distributor's sale as well company's profitability through customer conversion.

## SKILLS

Microsoft Office, MapPoint, G360 For MSAI Data.

## WORK EXPERIENCE

### Retail Account Manager

LIGGETT VECTOR BRANDS, LLC - October 2007 – 2020

- Drove sales by building long term relationships with decision-makers in parts of six states throughout the Southeast in a very dynamic industry.
- Introduced the Pyramid brand to established retailers and inactive accounts on relaunch.
- Showed an increase of 218% for the Eagle 20s brand for stores.
- Increased sales by ensuring that each brands product lines received the most effective store-level merchandising impact with regards to product display, shelf positioning and point of sale materials.
- Maximized effectiveness of special event promotions by building alliances with decision-makers/store managers to feature product displays that increased sales of promotional products.
- Tracked brand performance across on-premise platforms by analyzing local market trends.
- Recognized and communicated gaps in current brand strategy, and identifying new opportunities for brand growth and activation.

### Retail Account Manager

Delta Corporation - 2005 – 2007

- Food Manufacturer Managed a network of food brokers, Mid-Atlantic through New England markets Presentations to retailers; new items.
- Responsible for managing sales and marketing to large retail accounts throughout San Diego region.
- Clients included Home Depot, Walmart Garden Centers and Lowes.
- Achieved regions first million-dollar territory Delivered sales presentations and product introduction seminars to client staff.
- Designed and managed special promotions, truckload, parking lot sales, and special Holiday events Managed territory merchandising staff, scheduling.
- Responsible for sales within a specific territory covering approximately 30 counties in Minnesota, North Dakota and South Dakota.
- Responsible for product promotion, complaint handling and maintaining relationships with retailers, distributors, and consultants.

## EDUCATION

B.S. in Business Administration - (UNIVERSITY OF NORTH CAROLINA at CHARLOTTE - Charlotte, NC)

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