

Sales and Marketing Manager/Representative

ROBERT SMITH

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Objective

Internationally acclaimed professional possessing impressive record of career advancement along with excellence in reducing cost and maximizing profitability through successful account and customer relationship management approaches and the introduction of strategic productivity-enhancing initiatives. Broad knowledge base and skill set incorporates strong command of all areas of business management and development, as well as expertise delivering sales and logistics administration across different sectors.

Skills

52 Countries Visited.

Work Experience

Sales and Marketing Manager/Representative

ABC Corporation - January 2011 - September 2012

- Directed 12 member sales and marketing team as Regional Sales Manager, providing orientation and training on product management, sales, marketing, customer service, forecasting and leadership skills to advance company objectives.
- Administered key accounts, instructive customers on effective sales, marketing and other business development methods, including successful contract and budget management approaches.
- Conducted events and presentations and managed market research to ensure optimal sales performance as well as conformance with company standards and procedures.
- Coordinated interdepartmental functions to achieve maximum output, including administration of sales, marketing, accounting, HR, Quality control, legal procedures and related task and functions.
- Generated monthly reports to monitor product performance, sales and market trends.
- Selected Accomplishments Increased local sales for a total revenue exceeding \$350K.
- Provided successful management of key accounts responsible for greater than 50% of local company sales.

Sales And Marketing Manager

Quality Ethnic Foods - 2006 - 2011

- Prepare marketing strategies alongside other company executives and staff.
- Enhance all outside perceptions of the company.
- Engage consumers on social media.
- Maintaining records of all inventory and orders.
- Develop and lead a marketing team that will advance and accomplish new concepts, business models, and partners to position business as innovator and leader.
- Satisfy and prioritize consumer needs in a timely manner.
- Analyze market trends and recommend changes to marketing and business development based on evaluation and feedback.

Education

ADVERTISING AND MARKETING - (Jorge Tadeo Lozano University - Bogota, Cundinamarca)