# CHARLOTTE HARRIS

## Wine Sales Representative





## PROFESSIONAL SUMMARY

Dynamic sales professional with two years of experience in the wine industry, adept at building strong customer relationships and driving sales growth. Proven ability to execute marketing strategies, conduct tastings, and enhance product visibility. Committed to delivering exceptional service and fostering brand lovalty while consistently achieving sales targets.

#### WORK EXPERIENCE

## Wine Sales Representative

Apr/2024-Ongoing

Pineapple Enterprises

耳 Santa Monica, CA

- 1. Marketed a full line of wines to grocery and liquor stores, enhancing brand presence.
- 2. Built and maintained customer relationships, securing increased shelf space for product lines.
- 3. Coordinated participation in tastings and promotional events to engage potential customers.
- 4. Expanded territory from 5 to over 20 bars and restaurants through strategic outreach.
- 5. Served wine at festivals, educating consumers on product offerings and benefits.
- 6. Managed the placement of new items, creating attractive displays and conducting tastings.
- 7. Utilized innovative merchandising techniques to drive brand growth and customer engagement.

## Wine Sales Representative

m Apr/2023-Apr/2024

Thicago, IL

Lakeside Apparel Co

- 1. Handled boxing, shipping, and delivery of wine products efficiently.
- 2. Conducted wine sales at events, educating customers about various wine selections.
- 3. Leveraged extensive wine knowledge to enhance customer experience and satisfaction.
- 4. Presented and demonstrated a diverse range of bottled wines to potential buyers.
- 5. Organized private wine sampling sessions to promote local wineries.
- 6. Maintained a clean and organized workspace for optimal product handling.

#### **EDUCATION**

#### Bachelor of Science in Business Administration

m Apr/2022-Apr/2023

University of California, Davis

**▼** Toronto, ON

Focused on marketing and sales strategies in the wine and beverage industry.

#### SKILLS

Market Analysis **Product Promotion** Sales Techniques **Networking Abilities** 

### **ACHIEVEMENTS**

1 Increased sales by 25% in assigned territory within one year.

Successfully organized and executed 10+ wine tasting events, enhancing brand awareness.

Developed promotional materials that boosted product visibility in retail spaces.