

Entrepreneurial, innovative marketing, sales, and customer service expert with extensive business development and account management experience. Analytical professional skilled in successfully navigating the company through periods of accelerated growth through effective marketing programs, sales initiatives, and proper inventory control. Collaborative communicator continually focused on building relationships and promoting synergy across business lines and different departments to drive positive change, cohesive, comprehensive business approaches and enhanced profitability. **Areas of Expertise include:**

- Strategic Planning & Forecasting
- Business Development
- Sales Planning & Marketing
- Account Management
- Profit and Loss Statements
- HR Management
- Revenue & Profit Growth
- Customer Service
- Inventory Management

Professional Experience

GENERAL MANAGEMENT

- Directed store-level operations and optimized workflow processes to improve operations efficiency.
- **Stocked \$1,5M worth products** annually from manufacturers, distributors, and vendors for 500 different accounts.
- Promoted and maintained key relationships with key industry executives and managed membership relations.
- Assisted in coordinating financial and budget activities to fund operations, maximize investments, and increase efficiency.
- Ensured proper inventory control, synchronized receiving, established orders, and **maintained 500+ inventory items**.
- Coordinated, supervised, and trained the performance of employees to ensure high productivity and effectiveness.

MARKETING AND SALES

- Managed and maintained 300+ local accounts with **total sales of \$1,8M**.
- Developed new pricing strategy to meet projected profit margins by maximizing sales and generate additional income.
- Created product coupons to predict sales through weekly emails and monthly postal deliveries **in excess of 2,500 ads**.
- Researched new market opportunities; initiated new sales and marketing programs resulting in profit margins increase.

CUSTOMER SERVICE

- Assisted in developing, initiating, and managing customer service programs to expand the client base.
- Ensured friendly customer support by answering **30-40 calls and emails per day** to provide product information and necessary assistance in order placement and problem resolution.
- Maintained records of customer interactions and transactions and recorded details of inquiries, comments, and complaints.
- Filled and packaged orders according to the customer specifications and company's procedures.
- Served as a licensed chauffeur to deliver products to customers.

Employment History

Royal Office Supply Specialist/Manager
GROWING BUSINESSES, INC. | Atlanta, GA | 1993 – Present

Other Skills

MS Office Suite (Word, Excel, and PowerPoint), Organizational Leadership, Teamwork, Decision Making, Planning, Prioritizing, Flexible, Analytical Thinking, Problem-Solving, Interpersonal Skills, Multi-Tasking