

JOHN SAMPLE

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NATIONAL SALES MANAGEMENT SYSTEMS/TECHNOLOGY CORPORATE OPERATIONS

Highly strategic thinker and creative problem solver, who was integral to the start-up and rapid growth of the 32nd largest company in the Advertising Specialties Industry (ASI). Dynamic leader with over 7 years of executive experience in an agency environment.

CORE COMPETENCIES

- Business & Technology Development
 - Workload Management
 - Transitioning of Acquisitions/Mergers
 - Brand/Licensing Compliance Management
 - Sales/Customer Service Management
 - Operations Management
 - Sales Force & Administration Training
 - Policy/Procedure Development & Implementation
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PROFESSIONAL EXPERIENCE

CorpLogoWare (CLW) – Miami, FL *VP of Operations & Systems* 10/02-Pres

Company manages operations for \$45 million international promotional advertising (ASI) & commercial print agency.

Create and implement policies and procedures including training, customer programs, & system manuals along with Sales/Production handbooks, & meeting/training presentations for entire company. Manage internal communications amongst departments to resolve company issues resulting in increased efficiency, productivity, workflow, and employee morale. Responsible for the active recruitment, evaluation, motivation and termination of production staff.

Key Achievements:

- Managed and transitioned over 200 new Account Executives, 9 affiliate offices, and 60 Production Coordinators into the company thru meetings, training, and procedural materials.
 - Developed guidelines/processes and directed program setup for brand compliance/licensing of major accounts including NASCAR, US Olympics, Coca-Cola., Kellogg, Hilton Hotels, DHL, and NCAA.
 - Create procedures and manage workflow for two order/inventory management systems to handle both our promotional and print business order processing requirements
 - Established new business unit to launch the sales of our proprietary online order management system incorporating sales presentations, implementation plans and training for prospective companies
 - Manage complexities of new business initiatives including minority certified business, licensed programs, print industry integration, and Canadian office expansion
 - Essential to the recruiting of new AE's in the capacity of reviewing systems, sales resources, and production support/needs to ensure all operational questions were satisfied.
 - Produce company-wide weekly forecast reports to facilitate company funding and to ensure the timely invoicing of open orders to increase cash flow.
 - Directed initiatives to improve relations with vendors used for importing, print, product and apparel sourcing to obtain optimal pricing that increased company profit margins.
 - Worked directly with top sports teams to develop brand enhancing products for televised game night giveaways.
 - Personally awarded CLW's very first TOPS award and have been part of CLW since startup with my structural contributions taking the company from \$6 million to \$45 million in 5 years.
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PROFESSIONAL EXPERIENCE – CONTINUED

Company's Accomplishments:

- ASI Spirit Awards for 3rd Fastest Growing ASI Distributor for 2004 & 2005
- ASI Spirit Award for Best Client Promo for 2007
- #1 ASI Distributor in Florida & Top 40 ASI Distributor for 2004 -2006
- The only Promotional Products Distributor to hold both the Olympics, NCAA and NASCAR license
- Exclusive corporate distributor of direct Nike, Adidas, & Oakley products
- Built retail/wholesale lines for Ernest Hemingway Collection & the US Olympic Jewelry Collection

Great Marketing Co. – Orlando, FL *Customer Service Manager* 2/01-10/02

Rapidly growing online and printed media advertising/marketing enterprise with annual revenue of \$2.7 million and 42 employees.

Sourced products and produced all inside sales proposals/orders of promotional products for house accounts to be used in marketing, tradeshows and resale programs. Trained new sales reps on proper ordering procedures, vendor requirements and usable artwork for imprinting purposes. Participated in sales appointments for top house clients. Entered and tracked all orders to ensure their accuracy & timely completion. Responsible for customer invoicing. Directed corporate marketing including direct mail campaigns and end-user shows.

Key Achievements:

- Managed and trained administrative staff.
- Established and maintained vendor relations to ensure best pricing for our clients.
- Created ads for our sponsorship with the Orlando Predators' Program as well as season ticket inserts.
- First employee to receive the Achievement of Excellence Award.
- Achieved highest sales for month of April 2002 as an in house sales representative.

Hard Rock Cafe Corporate – Orlando, FL *Memorabilia Researcher/Writer* 4/00-2/01

Florida headquarters for well-known hotel/restaurant/gambling/entertainment venues. \$452 million in annual revenue.

Wrote feature pieces on Hard Rock's legendary music memorabilia collection which were published on Hard Rock's website for public consumption. Conducted primary/secondary research of music memorabilia thru Hard Rock's personal contacts, library and historical database then updated database with gathered information. Coordinated and assisted with professional photography of memorabilia to be featured on the website. Managed and organized inventory for warehoused memorabilia to be shipped to restaurant/hotel locations.

EDUCATION

University of Central Florida: BA in Advertising/Public Relations

GPA 3.47/4.0

President's and Dean's Lists

Completed some coursework for CAS certification in Advertising Specialties (ASI) industry

OTHER EXPERIENCE/SKILLS

Over 4 years of previous retail & restaurant experience.

Proficient in Microsoft Word, FrontPage, Excel, PowerPoint & Outlook, Adobe Illustrator, Adobe Acrobat, ESP, eQuantum, ePromo and Internet software savvy.