
SALES, MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL

Consultative Solutions Expert ♦ Client Relationship Management ♦ Account Management

Top-performing sales, marketing, and business development professional with proven ability to drive business expansion through aggressive sales initiatives that deliver revenue growth, market share, and market penetration. Strategic thinker who can plan and implement sales, marketing, and business initiatives to support corporate objectives. Particularly strong relationship management, team building, and general business acumen; verifiable track record of success driving unprecedented revenue and profitability gains within highly competitive organizations, industries, and markets. Ambitious, aggressive, and intensely focused on bottom-line results.

Areas of Expertise

Sales Cycle Management | Business Development | Client Relations | Account/Territory Management | Consulting
Market Analysis | Needs Assessment | Presentations | Sales Forecasting | Strategic Planning | Social Media
Negotiations | International Business | Start Ups/Turnarounds | Vendor Relations | Project Management

EXPERIENCE & ACCOMPLISHMENTS

► THE SHAY COMPANY, Jacksonville, FL

2010–June 2011

The Shay Company provided general business management consulting services to small and medium-sized businesses, helping them to become more profitable by controlling costs and increasing productivity. The company generated \$350M with 600 employees. In business for 85 years, The Shay Company closed its doors in March 2011 due to the economic downturn.

Executive Analyst

Leveraged sophisticated financial expertise, and outstanding performance in sales, marketing, accounts relationship management, and a commitment to excellence to analyze all aspects of a client's business. Evaluated business functions including Sales, Marketing, Operations, and Administration, focusing on uncovering deficiencies and/or problems. Identified opportunities, made recommendations, and sought buy-in from management to implement solutions.

- Successfully mastered a very sharp learning curve in a short period of time, achieving the highest sales closing ratio of all training participants.
- Proactively evaluated competitive activity and business operations and determined recommendations to restructure the organization and to improve the company brand.
- Consistently ranked among top performers, expanding customer base while maintaining excellent client rapport despite intense market competition and a tumultuous economic climate.

► CAMPAIGN FOR CHANGE, Orlando, FL

2008–2009

A grassroots political organization formed to increase voter turnout. The organization employed 4000 people, raised \$1B and was #1 in its field. Campaign for Change was the first organization to effectively use social media, creating a new voter group.

Field Organizer

Managed daily office operations including financials donated by volunteers. Executed statewide political field plans, and achieved the highest voter turnout in designated area of Florida. Built and led area teams of 25-30 volunteers. Served as coordinator with community coalitions and networks. Delivered opening remarks for surrogates on the campaign trail during rallies. Hosted 18 special events and provided detailed daily reports documenting field activities.

- Played a key role in increasing voter turnout 80% by effectively spearheading the Get Out to Vote initiative.
- Demonstrated outstanding leadership and organizational skills by recruiting 1000+ volunteers, and training and developing 16 team captains to work as frontline supervisors.
- Consistently surpassed all established metrics, ranking among the top 3 out of 16 for recruiting the highest number of volunteers, registering 600 new voters, knocking on 1800 doors, and making 2600 calls.
- Leveraged exceptional communication and relationship management skills while working closely with 53 local organizations including political clubs, churches, high schools, colleges, and various businesses.
- Actively contributed to the office that received recognition for being the most efficient, productive, and team-oriented out of 16 offices.

► **SCHAFFER SAFETY ASSOCIATES (SSA)**, Orlando, FL 1993–2007

A privately owned, multimillion-dollar marketing company best known for selling a line of health and wellness products. The company spans 22 countries with 100+ employees and approximately 6000 distributors.

National Marketing Director

Advanced to national marketing leadership role, and took on the challenge of invigorating training programs and improving the caliber and performance of distributors throughout the U.S., Canada, and England. Worked closely with three key National Marketing Directors to open and develop new markets and to cross-train new distributors. Conceived, created, and rolled out a highly effective "Fast Track" training program that was implemented throughout the organization. Acknowledged as a featured speaker and presenter at business seminars and group events.

- Generated \$6M+ in sales revenue by building a talented, action-oriented distribution network of 700+ throughout the U.S., Canada, and England within a 12-month period.
- Coached, mentored, and groomed five distributors, positioning them to attain senior marketing positions, achieving the highest marketing role with the company.
- Devised winning presentations and enrolled more than 20 families in a three-year Children's study, ensuring receipt, utilization, and benefits of products at no cost while undergoing scientific study.
- Leveraged expertise in sales to coach a new distributor, assisting the team member with earning \$10,000 in the first two weeks, and reversing an impending bankruptcy filing.

► **JACKSONVILLE PUBLIC SCHOOLS**, Jacksonville, FL 1993–1998

Jacksonville Public Schools serves the city of Jacksonville, Florida with 134 schools, 57,050 students, and 8035 staff members.

Student Services Administrator

As an accomplished change agent, established a proven track record of getting positive results while working with students, parents, faculty, administrators, and community organizations. Designed and implemented programs to meet organizational goals and student needs. Recognized as a trusted resource to colleagues, administrators, parents, and students. Effectively planned and directed school-wide programs from concept to implementation.

- Decreased chronic absenteeism 20% and drop-out-rate 25% throughout the student body by designing and implementing an effective program, delivering student services to more than 1200 students and faculty members, including creation and deployment of a 20-member, cross-functional student support team.
- Dramatically improved quality and quantity of referrals by proactively conducting a faculty/student needs analysis, decreasing referrals to alternative educational path 40% both within and outside the school.
- Leveraged external alliances and strategic partnerships with key community leaders and agencies, negotiating \$200K+ in grants (55% over goal) for programs and services for individual students and school-wide events.
- Significantly improved employee/student morale, parental involvement, and community support by creating and overseeing a school-wide event, a Talent/Fashion Show involving 125 students and 8 staff members.
- Increased parental attendance to Open House events by 26% cultivating strong and sustainable relationships with community partners, organizations, and leaders.

EDUCATION & TRAINING

Master of Business Administration, Marketing & Management, FLORIDA STATE UNIVERSITY, Tallahassee, FL

Bachelor of Science, Marketing, FLORIDA STATE UNIVERSITY, Tallahassee, FL

HIGHLIGHTS OF PROFESSIONAL TRAINING: Zig Zeigler; Anthony Robbins; Landmark Education; The Sales Elite; By Referral Only; Summit Education; Get Motivated Business Seminar; Certified Conflict Mediator; Team Management Leadership Program; John Maxwell; Mastery of Empowerment

COMPUTER SKILLS

Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Access, Publisher; IBM SPSS

PROFESSIONAL AFFILIATIONS

National Association of Female Executives (NAFE); National Black MBA;
National Association of Sales Professionals (NASP); Business Network International (BNI);
Maximum Impact (John Maxwell)