

# SALES – MARKETING RESUME

📍 0000 Greenfield Avenue ▪ Milwaukee, Wisconsin 53214

☎ 987.654.3210 ✉ contact@sales-marketingresume.com

## QUALIFICATIONS PROFILE

Seasoned, dynamic, and results-driven professional, with outstanding experience in marketing and business development honed from more than 15 years of general management experience. Exemplify hands-on skills in consulting, sales, customer marketing, innovation, supplier relationships, research, and agency relationships. Offer reputation as a collaborative team player with problem-solving and decision-making skills in resolving complex issues as well as in attaining and surpassing organizational goals. Exemplify strong commitment to prospect win/win situations in support of company objectives, as well as customer, supplier and consumer specifications.

## FUNCTIONAL SKILLS WITH EXPERIENCE

### Program Management and Implementation

- Oversaw the creation and launch of the bottle/can equipment of the North American Coca-Cola business
- Took charge of the successful development and execution of a point of sale for the national fleet of vending machines and coolers
- Led the successful implementation of the internal graphics quality control and execution program for vending machines and coolers, which resulted to a faster graphics availability
- Designed a unique “to go” packaging that easily marketed Coca-Cola products
- Implemented the coverage of credit cards, RFID, and mobile wallet payments system on various company-owned vending machines
- Initiated the launch of the new Coca-Cola brand into national electronics consumer Sunday sales circular worth \$500K in consumer impressions

### Strategic Planning

- Exemplified innovative thinking as a subject matter expert on equipment options, which included the development and stewardship of the Corporate cold drink equipment strategy
- Served as the primary of point of contact among bottling system franchisees, customer/channel teams, and procurement supply chain in the launch of the cold drink equipment strategy
- Applied industry expertise in the successful development of the leading cold drink equipment
- Spearheaded the marketing research firms in the interpretation of consumer insights in order to enhance equipment, thereby improving the consumer experience and increasing beverage sales
- Optimized customer marketing techniques and programs that resulted in increased sales of Coca-Cola beverages as well as strong connection of customers with the Coca-Cola brand and its various portfolios

### Cross-functional Leadership and Collaboration

- Effectively collaborated with Coca-Cola customers, account teams, and independent bottlers in determining as well as recommending equipment options
- Led a team in developing, integrating, and marketing sustainability initiatives, such as HFC-free refrigerant across the North American equipment portfolio, thereby reducing company’s overall carbon footprint
- Represented North American clients and consumer marketing requirement to equipment manufacturers
- Played an integral role as the North American representative on the global Commercial Leadership Team; and provided vital inputs on identifying and implementing global equipment as well as marketing best practices
- Worked hand-in-hand with agencies in the creation and implementation of national consumer marketing programs, such as sweepstakes, promotions, point of sales, and in-store displays

## WORK HISTORY WITH ACCOMPLISHMENTS

### Sales – Marketing Resume | Atlanta, GA (2000–Present)

#### Director—Commercial Leadership Equipment Commercialization

2010–Present

- ✓ Designed a comprehensive web-based interactive equipment database tool to be used by sales associates in the process of selection and implementation throughout the company’s entire equipment portfolio
- ✓ Initiated the \$2M “Clear Calories” point of sale vending program, which allowed the successful updating of the entire fleet of Coca-Cola vending equipment made up of approximately 800,000 units
- ✓ Received the Coca-Cola Commercial Leadership “Shining Star” Award in 2012 for exceptional leadership
- ✓ Earned recognition by being featured in Who’s Who in Merchandising, Shopper Marketing Magazine from 2011 to 2014

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## Director—Cold Drink Equipment Innovation

2006–2010

- ✓ Handled the commercialization of Coca-Cola Interactive Vender, from its integration to the global Coca-Cola digital network to development progression of all supporting materials; thereby achieving 30% sales increase
- ✓ Developed a cooler merchandising system with interchangeable neon-lit doors feature, enabling branding opportunities within a single cooler platform that yielded more than 10,000 incremental unit placements
- ✓ Earned distinction for being quoted in various articles, including Vending Times, Automatic Merchandiser, and Coca-Cola Company press releases

## Senior Marketing Manager—Compass Group, Best Buy, and Regional Third-Party Suppliers

2000–2006

- ✓ Effectively contributed to 15% sales increase in fountain, bottle, and can by strategizing marketing programs for national food service providers and retailers as well as advancing properties, such as Olympic games, NCAA March Madness, and American Idol
- ✓ Brought 50% sales growth in bottle and can through creation and effective implementation of an annual route driver incentive program

### Sales - Marketing Resume | Orlando, FL

## National Account Sales Manager—Southeast Territory, Foodservice Division

1999–2000

- ✓ Successfully engaged in marketing tool creation, activity-based costing models implementation, and direct handling of customers resulting to \$50K in average annual savings

### Sales - Marketing Resume | Marietta, GA

## Consultant

1996–1999

- ✓ Led the implementation of an employee performance program that streamlined productivity by 25% and reduced full-time equivalents (FTEs) by 15%
- ✓ Successfully recouped \$500K worth of inventory tracking gap for a global retailer

### Sales - Marketing Resume | Livermore, CA

## Regional Sales Representative—North/Central Georgia Territory

1993–1994

- ✓ Successfully attained 110% of quota for 1993
- ✓ Earned several awards in recognition of excellent service, which included Southeastern Sales Representative of the Month in February and June 1994

## EDUCATION

**Master of Business Administration with Concentration in Marketing**  
Georgia State University—J. Mack Robinson School of Business | Atlanta, GA

**Bachelor of Science in Management**  
Georgia Institute of Technology | Atlanta, GA  
*Certificate in Spanish and Economics | Order of Omega, Sigma Chi Fraternity*

## PROFESSIONAL TRAINING

SPIN Selling | Connecting with Customers | Collaborating for Value | Strategic and Conceptual Selling  
Marketing Training (Brand Building) | Basic and Advanced Media Training  
Coca-Cola North America Leadership Program | Diversity for Management

## ACTIVITIES

Plenary/Opening Speaker—Customer Engagement Technology World  
Interview engagement—external trade publications, media outlets, corporate newsletters  
Volunteer Coach—youth sports (football, soccer, and basketball)

## TECHNICAL ACUMEN

Microsoft Office Applications: Word, Excel, Project, PowerPoint, Access, and Visio