

SALES – MARKETING RESUME

📍 0000 Greenfield Avenue, Milwaukee, Wisconsin 53214

☎ 987.654.3210 📧 contact@sales-marketingresume.com

SALES MANAGER

QUALIFICATIONS PROFILE

Highly organized, goal-oriented, and success-driven professional, offering extensive years of experience in leveraging first-rate management in the areas of business-to-business and business-to-consumer sales, account management, and business development. Meticulous and hands-on in designing and implementing strategic sales plans leading to the achievement of company goals and objectives. Well-versed in securing transactions and establishing strategic alliances with clients, staff, and executives across multiple markets. Equipped with solid interpersonal skills and innate ability in cultivating trust and rapport with professionals at all levels of the organization.

AREAS OF EXPERTISE

- Market and Business Trend Analysis
- Start-up and New Business Development
- Account Acquisition and Retention
- Cold Calling and Referral Management
- Customer Relations and Service
- Team Training and Development
- P&L and Finance Management
- Strategic Planning and Implementation

PROFESSIONAL EXPERIENCE

Sales - Marketing Resume • Verona, WI 2009–Present

BROKER/OWNER

- Provide hands-on oversight to all aspects of sales operations for both residential and commercial properties, including marketing, presentation, and customer relations.
- Efficiently function as real estate investor and developer, directing all phases of real estate sales transactions, from renovation and rehabilitation to the wholesale of property with focus on short-term gain.
- Strategically seek out potential waterfront and land opportunities, and ensure long-term contracts.
- Render active engagement in managing and executing real estate-owned (REO) and short sales transactions.

Notable Accomplishment/s:

- ✓ *Pioneered the purchase of 13 REO property packages in 2010 and sold 10 properties during the first 7 months of ownership for financial gain*
- ✓ *Achieved best short sale purchase on 2009 which was sold within 3 hours of purchase for 35% profit*

Sales - Marketing Resume • Verona, WI 2006–2009

AGENT/OWNER

- Proactively directed the daily operations, encompassing planning, budgeting, forecasting, and accounts payable and receivable.
- Adeptly developed insurance, financial, estate, and long-term care plans and strategies for clients, in accordance with their specifications and needs.
- Played an integral role in initiating and establishing networks to capture referral opportunities.
- Solely created innovative marketing plans and programs that secured return of investment.

Notable Accomplishment:

- ✓ *Ensured and maintained efficiency in performing sales and servicing activities to client satisfaction; consequently expanding customer base.*

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2005–2006

TERRITORY MANAGER

- Cultivated long-term relationship with new customers through excellent service, while constantly following up with existing clients for business continuity.
- Thoroughly drafted and presented bids for private and governmental proposals.
- Orchestrated and schedule the delivery and pick-up of customer equipment.
- Directly involved in handling customer account collections.

Notable Accomplishment:

- ✓ Earned promoted from rental specialist to territory manager, in recognition of superior performance.

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2000–2005

SALES REPRESENTATIVE

- Guaranteed retention and continuation of business with existing clients by delivering high-quality service.
- Spearheaded prospecting efforts to develop and sustain solid and long-lasting relationship with new customers.
- Assumed full accountability for preparation and submission of bids for state and local government sales as well as private party purchases.

Notable Accomplishments:

- ✓ Received recognition for excellent performance, advancing from rental manager to sales representative.
- ✓ Significantly contributed in turning around a poor-performing into profitable territory in just one year.

EDUCATION

COURSEWORK IN AUTOMOTIVE TECHNOLOGY
Madison Area Technical College, Madison, WI

CREDENTIALS

Real Estate Broker License, State of Wisconsin
Series 6 and 63 Securities License
Property, Casualty, Life, and Health Insurance License, State of Wisconsin