

# SALES – MARKETING RESUME

0000 GREENFIELD AVENUE, MILWAUKEE, WISCONSIN 53214  
987.654.3210 CONTACT@SALES-MARKETINGRESUME.COM

## --SALES AND MARKETING MANAGER--

### QUALIFICATIONS PROFILE

**Exceptionally skilled, customer-centric, and highly analytical professional with remarkable marketing and selling skills, complemented with a can-do attitude in dealing with simple to complex situations.** Earn compliments for effectively leveraging strong interpersonal skills essential to communicate and present business-to-business sales and presentations to a wide range of audience. Establish a reputation for multitasking and working efficiently within fast-paced and challenging situations. Demonstrate articulate written and verbal communication skills; along with the ability to build strong business relationships with all levels of medical professionals including physicians and facility staff.

### AREAS OF EXPERTISE

*Sales Cycle and Marketing Management ~ Training and Development ~ Negotiation and Budgeting ~ Cold Calling  
Territory Startup and Turnaround ~ Rapid Conflict Resolution ~ Strategic Partnership Building ~ Marketing Designs  
Key Account Management ~ Forecasting Yearly Analytics ~ Leadership and Cross-Functional Collaboration*

### RELEVANT EXPERIENCE

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#### Marketing and Sales Consultant

2009–Present

- Play a key role as medical marketing and sales consultant, providing first-rate services to various medical professionals within Brooklyn, New York City, and Queens.
- Exhibit remarkable expertise in developing creative and impactful marketing materials and giveaways for clients
- Efficiently handle all web presence for all clients, including social media, blogs, and websites.
- Facilitate training for all marketing personnel on guidelines and policies to attain a maximum return on investment.
- Collaborate with over departments to ensure optimal efficiency and productivity.
- Organize monthly activity reports for the board members.
- Participate in marketing and sales visits to various medical professionals in Brooklyn, Queens, and New York.

#### **Notable Accomplishments:**

- ✓ Made notable contributions in the redesign of a client’s website, including input and recommendations on layout and content.
- ✓ Seamlessly planned and implemented quarterly events with more than 250 guests.
- ✓ Formulated and implemented strategic and creative marketing and advertising campaigns for medical professionals.

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#### Marketing and Sales Manager

2010–2011

- Demonstrated adeptness in marketing radiology imaging center services to physicians, podiatrist, neurologist, chiropractors, orthopedic surgeons, and urologist as well as gynecologist and primary care physicians within New York City.
- Functioned as lead advisor on various facility events, which resulted to increase in referrals and established client base within specific specialties; such as Podiatry Workshops, Chiropractic Workshops, Annual Podiatry Conference, Neurology Initiative, Urology Initiative, and NaF Sodium Fluoride Initiative.
- Took charge of managing and maintaining daily activity reports for partners with success rate.

#### **Notable Accomplishments:**

- ✓ Established market presence by increasing initiative-based projects by 75%; as well as ongoing prospecting activities by 25% through cold calling.
- ✓ Brought significant improvement to the referral patterns of existing doctors by 16% within the first 6 months and overall referrals by 36% by onboarding new doctors within 18 months.
- ✓ Led the execution of services into center site as requested by referring physicians.
- ✓ Achieved a proven success rate for new referring doctors and modified referral patterns for physicians who dropped off.

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#### Field Sales Representative | Account Manager

2009–2010

- Executed business-to-business (B2B) sales through personal and online sales presentations to small- and medium-sized businesses.
- Displayed proficiency in cold calling along with consistent history in meeting and exceeding sales targets.

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## Notable Accomplishments:

- ✓ Conceptualized and implemented customized, interactive online marketing campaigns for clients.
- ✓ Built and cultivated strong business client relationships through account management.
- ✓ Exhibited superior talents in surpassing quota by 250% within the first month; 200% second month; and 215% third month; as well as each month thereafter.

SALES–MARKETING RESUME, BROOKLYN, NY

## **Marketing and Sales Professional Relations Manager**

2008–2009

- Leveraged excellent skills in marketing and selling radiology imaging center services to orthopedic, podiatrist, neurologist, internal medicine, and primary care physicians within Brooklyn.
- Expertly handled the negotiation of fees for patients without health insurance.
- Employed keen attention to detail in conducting research to effectively identify and resolve site problems and complaints.
- Prepared and submitted weekly activity reports for the corporate office; as well as marketing brochures and marketing materials.
- Developed and implemented advertisement and marketing campaigns for the site.
- Served as lead advisor to various facility events including dinner and cocktail parties; as well as the Breast Cancer Awareness Walk.

## Notable Accomplishments:

- ✓ Performed cold calling, facilitated ongoing prospecting activities, and delivered benefits-oriented marketing presentations that built market presence by 90%.
- ✓ Drove key efforts to improve MRI referrals by 23% and CT referrals by 18% in a year.

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## **Marketing and Sales Coordinator**

2007–2008

- Assumed full responsibility in revising and updating marketing brochures including doctor's biographies, website text, newsletters, and client memos.
- Generated and executed a new marketing plan aiming to increase sales and expand client base.
- Played an integral role as head consultant on all corporate events planning.
- Served as the point of contact for the Financial District by maintaining all accounts.
- Rendered direct supervision to the interior design project for patient floors.

## Notable Accomplishments:

- ✓ Singlehandedly established new accounts by 75% through cold calling; as well as direct mail marketing campaigns, corporate advertising and leads, and networking.
- ✓ Boosted the number of corporate patients by 40% within the first quarter and 50% by the end of the second quarter.
- ✓ Created an introductory call script that was consequently adapted and utilized as a standard for practice.

## OTHER EXPERIENCE

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## **Medical Representative | Office Associate**

2005–2007

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## **Personal Assistant**

2000–2005

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## **Account Assistant**

1998–2001

## EDUCATION

**Bachelor of Science in Business Management and Finance, Minor in Marketing: 2005**

CITY UNIVERSITY OF NEW YORK, BROOKLYN COLLEGE, BROOKLYN, NY

## TECHNICAL ACUMEN

Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook) | Salesforce.com | Logician | REDI Trading System  
Bloomberg | Blackboard | WordPress | EMR System | G4 | Microsoft Publisher | Adobe Creative Suite (Photoshop)