

SALES REPRESENTATIVE *Brand Management... Events... Marketing*

Dynamic and top-performing Sales Representative with experience in sales and marketing, public relations, staff management, targeted media placement and non-traditional marketing with high-caliber clients. Develop strategic corporate, media and PR communications to increase visibility and stir interest in client news, activities and special events. Cultivate and maintain relationships with key industry people. Known as the "go to" person to get things done.

Professional strengths include:

- ✧ Key Account Management & Leadership
- ✧ Client Relationships & Sales Growth
- ✧ Media Relations & Client Placement
- ✧ Sales & Revenue Increases
- ✧ Promotional Events & Marketing
- ✧ Staff & Client Training

Immediate Value Offered:

Consistently meet quotas while cultivating lasting relationships with customers.

Create articulate sales plans that target and meet company objectives.

Outstanding record of achievement in revenue growth.

EXPERIENCE & ACCOMPLISHMENTS

VITALITY, INC. Angeles & Santa Barbara, CA

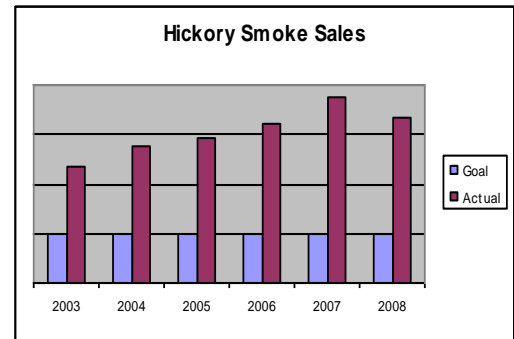
2003 to Present

Field Marketing Manager

Lead the sales and marketing of HoneyBee Whiskey family of brands for over 55 key accounts in LA and Santa Barbara. Trained bar staff on brands. Created drink menus and print work for accounts. Collaborated with distributor sales team and local markets to increase distribution and sales in shared accounts. Managed and hired 62 promotional models in Los Angeles and Santa Barbara.

Notable Achievements:

- Despite an economic downturn, *grew Hickory Smoke numbers by 117% within the first year*, continually exceeding sales goals year over year.
- Successfully sold the most number of "On The Rocks" machines over 16 other Brand Managers and Field Marketing Managers tasked to launch and market this pilot program. Outsold the other managers by more than half. Managed over 120 promotions.
- Launched a wildly successful 'Bring It On, HoneyBee' premiere at Red Rock, one of Sunset Blvd's top bars.
- Grew Honey Heart depletions 37.6% or 206 cases.
- Despite slow sales across all brands, increased HoneyBee depletions by 175 cases or 8.3%, and increased depletions on all brands 14.5%.



HIP HOP PARADE, Woodland Hills, CA

2001 to 2003

Account Executive

Hired as Sales Representative and quickly promoted to Account Executive to train and manage employees while bringing in new business for this PR company.

Notable Achievements:

- Pitched clients to the media, including Broadcast, Print, and all online media; placed clients in publications including: "In-Style", "US Weekly", "LA Times", "Los Angeles Magazine".
- Opened, qualified, and closed \$85,000 worth of new business within 4 months.

EDUCATION

BA, Marketing; Minor in Communications ✧ UNIVERSITY OF CALIFORNIA, Santa Barbara, CA—2001