

# RESUME4DUMMIES

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## SALES MANAGER

*Industry Preference: Travel and Tourism*

### QUALIFICATIONS PROFILE

Multifaceted, performance-focused, and results-oriented professional, offering wide-ranging experience in sales and marketing management. Adept at developing and implementing innovative marketing strategies to advertise products and ensure company profitability. Skilled at organizing webinars; performing sales calls; and generating travel agent initiatives. Equipped with solid communication and interpersonal skills in establishing rapport with diverse individuals and expand business networks. Articulate communicator, bilingual in English and Italian.

### AREAS OF EXPERTISE

*Territory and Account Management*

*Product Knowledge and Brand Awareness*

*New Business Development*

*Strategic Planning and Implementation*

*Customer Base Expansion*

*Staff Training and Development*

### PROFESSIONAL EXPERIENCE

#### Sales Manager: 2017–Present

ABC COMPANY ■ PITTSBURGH, PA

- Provide expert supervision to all sales activities across Northeast, while also presiding over presentations for clients and consumers throughout the territory regarding the new US market venture.
- Establish new business while creating and executing marketing co-operative opportunities with clients to guarantee highest market penetration.
- Efficiently handle key accounts while boosting year-over-year sales at 17 stores throughout Northeast.
- *Played a lead role for the Mid Atlantic account's business increase by more than 45%. In 2018.*

#### Business Development Manager: 2012–2016

DEF COMPANY ■ NEW YORK, NY

- Held responsibility in reviewing and reporting all sales activities in Bronx, Manhattan, and Staten Island for international tour operations to ensure compliance with company goals and objectives.
- Created incentive initiatives throughout the company to increase growth and expand customer base.
- Utilized communication skills in presenting products and training seminars at industry events.
- *Spearheaded efforts in producing sales and developing market strategies which significantly increased the revenue of all existing accounts while generating innovative business opportunities.*

#### Group Sales Specialist: 2007–2012

GHI COMPANY ■ WORCESTER, MA

- Advertised special interest travel operations to various travel agencies and affinity groups.
- Served as representative of several large-scale tour and travel destination companies including the Big Five Tours, Newman Vacations, Southern World, and Springboard Vacations.
- *Leveraged expertise in establishing more than 30 new accounts while supervising activities for pre-existing accounts on a daily basis.*
- *Drove efforts in maintaining 33% closing rate for group leads and coordinating excursions to three international destinations including Israel and rented two ships to Europe.*

### EARLIER CAREER

#### Senior Account Manager

JKL COMPANY ■ DETROIT, MI

#### District Sales Manager | Regional Manager

MNO COMPANY ■ LANSING, MI

### EDUCATION AND TRAINING

Bachelor of Business Administration in Marketing | MICHIGAN STATE UNIVERSITY ■ EAST LANSING, MI

GrowthPlay Sales Training: 2010 | GHI COMPANY ■ WORCESTER, MA