

Gregory Fell

New York, NY

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MARKETING COORDINATOR

Seasoned manager with 16 years of marketing experience. Highly motivated, with demonstrated ability to develop and maintain new sales territories and accounts. Excellent attention to detail and ability to meet and surpass sales goals. Strong ability to develop customer rapport and build loyal relationships.

MARKETING AND SALES EXPERIENCE

Sales and Marketing Director

Jackson Remodeling, New York, NY.

02/2010 - 04/2015

Recruited to spearhead sales and marketing efforts for this growing remodeling company

Sales: Manage customer relationships from initial contact through consultation/estimate and service delivery. Develop sales leads, estimate projects, and write service contracts. Determine customer needs and recommend best options. Resolve customer problems and follow up to ensure customer satisfaction and loyalty.

Marketing: Develop marketing and advertising programs and materials, including direct mail and internet. Conduct market and customer research and develop new revenue streams to build business. Advise on market penetration and business development strategies.

Management: Analyze business operations and process and identify improvements. Review profit and loss statements; recommend ways to reduce costs and maximize profits. Develop and implement policies. Direct laborers onsite; track time and attendance.

Key Accomplishments:

- Achieved year-on-year growth, increasing revenue by 32% in first year to \$525,000; and an additional 15% the following year, for total revenue of \$603,750. Established 80+ new accounts.
- Created new line, promodeling. Also created Web site for retail sales.
- Authored 25-page Employee Handbook; developed formal standards and policies for labor staff.

President

My Place Remodeling, Ithaca, NY

01/2005 - 10/2010

Founder/operator of remodeling business. Oversaw all aspects of company start-up and operation, including sales and marketing, business development accounting, and management.

Researched market and identified specific demographics off targeted client base. Developed marketing strategy; created and distributed advertising materials. Managed customer relationships; met with potential clients, negotiated contract, and closed sale. Directed staff of 1-5, coordinating projects and ensuring completion.

Account Executive

Bly Publishing, New York, NY

02/2002 - 05/2009

Sold advertising to local and national clients for primarily business-to-business publications, including area chamber of commerce directories. Total circulation was approximately 100,000.

Maintained established accounts and developed new leads and clients. Consulted directly with clients' executive staffs to secure ad sales. Kept track of and met multiple, concurrent publication deadlines. Worked with creative design staff to develop advertising concepts and content. Managed full sales-cycle, ensuring client satisfaction.

Key Accomplishments:

- Consistently met/exceeded sales goals; sold \$100,000 of advertising in 6 months.
- Established territory for newly won contract. Landed 35 new accounts, worth \$35,000.

Sales Manager

Mahogany Magazine

03/1999 – 07/2001

Sold advertising for 2 regional editions of full-color, glossy lifestyle magazine, circulation of 120,000.

Created sales territory for new regional edition of this quarterly publication, distributed at local stores. Generated leads through direct contact and cold calls. Clients included hotels, restaurants, and retail shops. Negotiated contracts, established payment schedules, and designed ads. Managed billing and publication distribution. Once established, maintained and expanded client base.

EDUCATION

B.S., Marketing, NYU, New York, NY

06/1995 – 09/1998

A.A., Business, LaGuardia Community College

02/1993 – 05/1995

COMPUTER SKILLS: MS Word, Excel, Outlook, Publisher, PowerPoint; Photoshop; ACT! database