

## Brenda Buckeye

LinkedIn URL

123 West Street  
Scranton PA 18540

(555) 555-5555  
bbuckeye@gmail.com

---

### SALES AND MARKETING PROFESSIONAL

Dynamic profit and results driven sales executive building and executing sales initiatives. Proven record of accomplishment in sales and demonstrated success managing product lines from point of origin to the end customer. Strengths include purchasing management, real-time inventory control, business and relationship development, problem solving, multi-tasking and organizational skills, sales and marketing.

### PROFESSIONAL EXPERIENCE

#### **Assistant to the Regional Manager: Dunder Mifflin Paper Company, Scranton, PA 2011 – Current**

Sales: Drive consulting, professional services, and managed services in the sales segment. Initiatives include aggressive sales and marketing campaigns to penetrate existing accounts, sales channels, and organizations. Manage complex sales cycles including making calls, conduction sales meetings, and training sales teams. This has led to increased segment results from 70% to 135% of revenue sales target.

Marketing & Public Speaking: Designed and presented dynamic presentations/proposals to communicate value proposition/solution benefits. Enhanced the marketing and product message as it pertains to the sales segment. Effectively distributed tools and marketing strategies to positively impact sales opportunities resulting in generation of \$840,468 in new sales and \$696,000 in renewals.

Business Development: Established strategic plan to partner with sales channel leadership, product house, strategic pricing, operations, and other technical marketing organizations. Reporting, designing strategic initiatives, and managing strategy on all top opportunities. Signed largest contract in sales center worth \$3.3 million and additional \$270,000 in separate contracts.

Customer Relations & Account Management: Created, nurtured and maintained customer relationships with extensive interaction and effective communication skills. Provided project management through implementation and post sales meetings and successfully closed twenty new contracts worth \$2 million compared to zero the previous year.

Employee Coaching: Developed sales skill of account executives and provided direction on how to sell complex solutions. Provided leadership/coaching to account executives before, during and after customer meetings. Empowered the account executives to uncover sales opportunities and manage the complex sales process.

Sales Channel Training & Education: Planned and provided training to sales teams, leadership and alliance partners. Designed training curriculum on services, industry and sales skills.

## Sample Combination Format

### **Territory Manager: Scranton Printing Company, Scranton, PA**

**2009-2011**

Management & Supervision: Oversaw the sales representatives' efforts to sell consumer/commercial products to businesses/institutions. Delivered high-level support to strategic accounts, supervised sales staff and coached on sales techniques.

Profitability, Accomplishment & Process Development: Purchased products from distributors, managed channel relationships and maintained inventory of over 1000 products. Sustained revenue growth in excess of 10% and margins at 30%. Increased profitability and improved customer response times from 4 hours to less than 1 hour. Developed second largest territory in the company by doubling revenue from \$247,000 to \$510,000 in first 6 months.

### **Sales Representative: Northeast Penn Store Supply, Scranton PA**

**2007-2009**

Sales, Training & Business Development: Provided inside sales support to account teams. Conducted sales meetings, coordinated resources, managed contract negotiations/implementation, and administered account management.

## **EDUCATION AND TRAINING**

### **The Ohio State University, Fisher College of Business, Columbus, OH**

#### **Bachelors of Arts Business Administration**

Completed trainings in

- IP Certification,
- Sales Certification,
- Professional Sales Skills (PSS)
- Coaching Funnel Management