A strategy-driven and results-oriented professional with successful experience in Sales, Marketing, Brand Management, Merchandising, and various retail operations and activities. With a comprehensive understanding of the skills needed, able to plan and manage workload, assess and improve performance as well as effectively address complaints and resolve complex issues. Displayed superior leadership in training and educating both internal staff and external distributors on all aspects of product lines, sales tools, and product implementation strategies.

CORE SKILLS AND COMPETENCIES

|  |  |
| --- | --- |
| * Sales * Marketing * Merchandising * Revenue Growth * Strategic Planning * Brand Management * Leadership * Retail Operations * Business Relationships * Staff Management | * Budgeting * Strategic Planning and Forecasting * Reporting * Collaboration * Negotiation * Problem Solving * Multitasking * Time and Task Management * Judgement and Decision Making * Communication and Organization |

PROFESSIONAL EXPERIENCE

COMPANY

**West Coast Sales Manager** 2015 – 2021

Assumed responsibilities for recruiting and training new Consultants in CA. Arranged monthly team meetings and ongoing field training to discuss and resolve operations issues, elaborate the best sales strategies, and recommend process improvements.

* Monitored the performance of each team member by conducting a monthly touch base, coaching at the moment as well as executed disciplinary actions in the form of a write-up.
* Managed conflict resolution between staff and customers to bring harmony in view to ensure smooth collaboration and work integrity.

EDUCATION

UNIVERSITY, Washington, D.C.

Bachelor’s degree in Business Administration - 2005

REFERENCES AVAILABLE UPON REQUESTS

SALES MANAGER

Sales | Customer Relationships | Merchandising | Marketing | Personnel Administration

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**WILLIAM ANDERSON**