

SANDY S. SANDERSON

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Customer-Focused Sales, Marketing & Event Planning Professional

SUMMARY OF SKILLS

A highly skilled, self-directed, and results/profit-oriented professional with an impressive record of accomplishments in high-volume sales environments. Proficient at planning, directing, and providing leadership for all sales, marketing, and administrative functions including project management, relationship-building, customer service/support, employee development, event coordination, and inventory ordering/control. Effective motivator, trainer, and mentor with exceptional communication, presentation, time management, and organizational skills. Recognized as a team player and a performer, consistently and successfully completing projects on time and under budget. A troubleshooter able to efficiently and proactively resolve issues and meet and achieve challenging goals and objectives. Strong technical and analytical skills.

CORE COMPETENCIES

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|---------------------------------------|--|----------------------------------|
| • <i>Event Coordination/Execution</i> | • <i>Client Relations/Retention</i> | • <i>Sales/Marketing Support</i> |
| • <i>Scheduling/Time Management</i> | • <i>New Business Development</i> | • <i>Key Account Management</i> |
| • <i>Team Development</i> | • <i>Budgeting & Profit Attainment</i> | • <i>Report Generation</i> |
| • <i>Employee Supervision</i> | • <i>Inventory Management</i> | • <i>Purchasing</i> |
| • <i>Project Management</i> | • <i>Quality Control</i> | • <i>Territory Management</i> |

PROFESSIONAL EXPERIENCE

IB Diffusion Apparel **Seattle, WA** **Mar. 1991 - Aug. 1993**
District Sales Manager

- Responsible for sales in four (4) states (WA, OR, ID, and Alaska); successfully penetrated challenging and immense geographic territory.
- Spearheaded employee recruitment, retention, training, leadership, and team building.
- Developed cost center objectives and goals.
- Scheduled appointments with buyers; traveled extensively.
- Planned monthly schedules and attended regular sales meetings.
- Prepared sales spreadsheets and determined sales quotas; organized data for meetings.
- Coordinated buyer tradeshows; contracted caterers, prepared signage, and scheduled appointments with store buyers.

Results/ Accomplishments:

- Consistently achieved aggressive sales objectives every eligible year.
- Recognized by upper management as a self-motivated professional who consistently delivers outstanding results through problem solving, communications, and interpersonal strengths.

McRoberts and Associates Apparel **Seattle, WA** **Apr. 1985 - Mar. 1991**
Manufacturer's Sales Representative

- Actively prospected new clients, initiated sales calls through cold-calling, and conducted demonstrations and presentations.
- Established, enhanced, and maintained key accounts; grew assigned revenue base and converted new connects and non-users to clients through business development and lead generation.

Results/ Accomplishments:

- Recognized as Salesperson of the Year all six (6) eligible years of employment (1990, 1989, 1988, 1987, 1986, and 1985).
- Recipient of numerous Outstanding Customer Satisfaction Reviews.

PROFESSIONAL EXPERIENCE (CONTINUED)**Food Service of America** **Kent, WA** **Oct. 1983 - Apr. 1985*****Inside Sales/Customer Service Representative***

- Provided administrative support to sales and management associates; communicated with management and sales on a regular business regarding customers.
- Prepared correspondence, presentations, and reports.
- Facilitated heavy data entry and extraction.
- Provided exceptional service to the public and ensured customer satisfaction; handled multiple incoming telephone lines, answered inquiries, and directed calls appropriately.
- Coordinated appointments for outside sales representatives.
- Scheduled, organized, and prioritized work to meet customer demands promptly, accurately, and efficiently.

Nordstrom's **Spokane, WA** **Jun. 1980 - Sept. 1983*****Sales Associate (During College)***

- Required to meet daily sales goals through suggestive selling.
- Successfully demonstrated and presented products to potential clients.
- Provided exceptional service to patrons and ensured customer satisfaction.
- Created and maintained store visuals, including floor and window displays on a weekly basis.
- Inventory control, monitoring, and accountability.
- Scheduled personal shopper appointments.
- Collaborated with department manager to increase sales/improve customer experience.

EDUCATION**Spokane Falls Community College, Spokane, WA**
Associate of Arts Degree, Retail Management & Business**SEMINARS AND TRAINING**

- Customer Service Training
- Management Training
- Sales Training

VOLUNTEERISM/AFFILIATIONS/EVENT COORDINATION

- Co-Chair, Fall Auction, Harbor Heights Elementary School
- Co-Chair, Harvest Fall Carnival, Harbor Heights Elementary School
- Co-Chair, Spaghetti Dinner, Harbor Heights Elementary School
- Chair, Talent Show, Harbor Heights Elementary School
- Booster Club Member, Mead High School
- Volunteer, Washington State University Alumni Donor Program

References Furnished Upon Request