

JENNIFER T. DOE

555-555-5555 | Any City, ST | Willing to Relocate
Jennifer-T-Doe@xmail.com | LinkedIn.com/in/jennifertdoe

SALES & MARKETING | EVENT MANAGEMENT | BUSINESS DEVELOPMENT

Specialize in directing strategic sales processes to enhance market position and competitive advantage

Client-focused sales and event management specialist with experience managing the sales funnel and process from concept to completion. Specializes in high-profile event management, administrative coordination, logistics management, project management, and business development. Drives record revenue growth and consistent client retention through leveraging exceptional prospecting, sales, negotiation, interpersonal, and communication skills in territorial target markets. Executes strategic plans to optimize team performance and reduce costs.

- **Business Growth & Alignment:** Leverages expertise in developing/implementing strategic sales, marketing, and social media campaigns, sensitivity to client needs, new business referral generation, and process improvements to align with brand image.
- **Strategy, Vision & Mission Planning:** Successfully delivers industry-leading results in growth, profitability, employee engagement, and customer satisfaction through demonstrated ability to envision corporate strategy and enhance operational excellence.

CORE COMPETENCIES

Sales & Marketing Strategies • Account Management • Client Services • Budget Management • Lead Generation • Revenue Growth
Field Sales • Contract Negotiations • Project Management • Strategic Planning • Financial Forecasting • Risk Management
Product Knowledge • Client Relationship Management • Vendor Relations • Cross-functional Collaboration • Team Leadership

PROFESSIONAL EXPERIENCE

ANY COMPANY (LOS ANGELES, SAN DIEGO, & LAS VEGAS) | Remote

2016 – Present

Leading supplier of signs, graphics, automotive films & equipment

Outside Sales Manager

Manage responsibility for continual and profitable growth in the areas of lead generation, sales, new business, customer service, and value creation with a focus on strategic market awareness. Develop business relationships with prospective/existing clients and ensure customer satisfaction through ongoing communication, relationship management, and post-sale issue resolution.

- **Sales Management:** Achieve consistent monthly sales at 95% over goal, including facilitating 17% growth over goal despite raw materials shortage; acquired largest customer accounts in company history with \$150K – \$1M in increased revenue; won Jan/Apr 2023 sales contests.
- **Territory Management:** Grew territory from 400 to 1200 customers and meet/exceed revenue and gross profit objectives, while maintaining competitive pricing in the marketplace; identify new sales opportunities through prospecting, cold-calling, and networking.
- **Organizational Leadership:** Coordinated educational class for customers and collaborated with CEO for sales calls.
- **Market Data Analysis:** Analyze sales data to identify trends, insights, and opportunities bringing in a \$1M account.
- **Relationship Development:** Cultivate/nurture strategic relationships with key stakeholders and represent company in regional/national trade shows to enhance brand image and develop business prospects.

ANY CORPORATION, INC. | Any City, ST

2009 – 2021

Party rentals & event services supplier

Event Manager / Assistant Planner / Designer

Took ownership of organizing/planning events from concept to completion and evaluation while leveraging excellent communication and negotiation skills, detail orientation, organization, leadership, quick-thinking, stamina, and software program competencies.

- **Event Management:** Managed 200+ high-profile and specialty events (per year) generating over \$300K in annual revenue, including a \$500K wedding and a \$60K event executed in nine days.
- **Sales Management:** Achieved 103% of quota through developing/executing long-term client retention strategies, building/nurturing key relationships, and identifying cross-selling opportunities to increase revenue streams.
- **Client Services:** Consult with clients to understand and execute their vision in alignment with their expectations, including managing event logistics, coordination, design, planning, fabrication, set-up, and take-down.
- **Financial Management:** Oversee/manage expenses based on client budgets and direct event operations within budget parameters for booking venues, contacting guests and speakers, promoting the event, and liaising with suppliers.

PROFESSIONAL EXPERIENCE

ANY COMPANY EVENTS | Any City, ST

2011 – 2014

Freelance

Lead Designer / Installer Manager

Developed/maintained overall look of events utilizing a variety of elements to create pleasant environments and memorable events, including flowers, balloons, fabrics, lighting, candles, pyrotechnics, fireworks, and more while leveraging skill in event design, time management, multitasking, teamwork, attention to details, and budgeting.

- **Strategic Leadership:** Managed and supervised a team of 60 event designers, planners, and coordinators while maximizing productivity and production to execute events under strict time constraints.
- **Dedicated Projects:** Increased sales by 20% through effectively leading main event design initiatives and creating unique, innovative and revenue-building holiday décor for specialty projects.
- **Administrative Management:** Managed event installs logistics, including finalizing menu options, floor plans, color schemes, lighting décor, communications, vendor coordination, schedule creation, budget administration, and day-of-event rehearsals.
- **Client Management:** Provided professional consultation and detailed proposals to clients along with total coordination of events; managed and maintained key relationships with clients, vendors, and event venues.

CHEF COMPANY | Any City, ST

2015 – 2016

Global manufacturer of chef uniforms and wear programs within the food service and hospitality industries

Sales Manager

Oversaw/directed business operations for this boutique advisory and blockchain company supporting startups from pre-seed stage to prep and up to market, specializing in marketing, fundraising, strategic advisory, technical support, and onboarding support.

- **Territory Management:** Expanded sales territories by 70% through cold calling, social media marketing and direct mail marketing.
- **Sales & Marketing:** Procured business and sold chef apparel for small- and large-scale clients, including securing the Minnesota football team as a major client, selling them all of their concessions and uniforms.
- **Goal Attainment:** Achieved first-year annual goal that was increased mid-year and managed/won \$1000 sales conference competition.
- **Team Leadership:** Managed a team of two (2) high-performing sales professionals to target potential clients such as hotels, restaurants, culinary schools, food services companies, distributors, and top chefs in the country.

ADDITIONAL EXPERIENCE

GOFER FOR HIRE | Any City, ST

1996 – 2009

Provider of personal services for Hollywood elite

Owner

- Oversaw/directed day-to-day business operations, including running all aspects of the small business and being trusted with having access to homes and businesses.
- Managed a portfolio of 15 clients and assisted with event planning, organization, execution, branding, and running errands.

EDUCATION

Any University, Any City, ST
Bachelor of Science in Marketing
Associate of Arts in Communication