Eve Commerce

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Baltimore, MD xxxxx

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SUMMARY

Accomplished professional with over 15 years of experience in marketing, product management, sales and customer service. Proven track record in leading teams to exceed revenue goals and provide high-end customer service. Passion for managing, working with, and mentoring people.

CAREER HIGHLIGHTS

MARKETING

- Developed business and marketing plans for a new division that designs, manufactures and distributes a line of collegiate apparel.
- Led the acquisition of licensing rights for over 50 collegiate logos.
- Executed merchandising programs to over 200 audio dealers nationwide by means of direct contact with sales force and dealers.
- Communicated with outside vendors, including licensing agents, artists and manufacturing vendors, for wall décor and speaker product line.
- Developed product marketing materials including product instruction manuals, sales support materials, multimedia presentations and product packaging.
- Coordinated marketing events and tasks including trade shows, sales training seminars, product demonstrations, mass mailings, and product videos.
- Assisted in development of marketing programs for new headset and telecommunications products.
- Conducted market research and developed competitive analyses for targeted market segments.

MANAGEMENT

- Oversaw operations of three health club locations including the two top company revenue generators.
- Drove teams to meet monthly revenue and net operating income goals – all teams continually exceeded these goals.
- Ensured that all employees adhered to company procedures and provided exceptional customer service.
- Developed and implemented comprehensive systems that empowered and enabled staff.
- Provided organizational structure for a health club in order to conduct business in an efficient manner.
- Managed wait staff and daily accounting activities of popular restaurant.

CUSTOMER SERVICE

- Led team of over 50 full- and part-time associates to provide exceptional customer service and continually improve member retention.
- Developed and maintained professional rapport with members to exceed retention goals by involving them in club activities and diffusing any account conflicts.
- Recruited and trained front-line customer service associates of health club to handle member relationships and inquiries.

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SALES

- Managed $2 million annual sales revenue budget and exceeded sales team goals including breaking monthly and annual sales records.
- Generated profit for the company by exceeding monthly goals of 30 sales/month or $5,000.
- Enhanced revenue streams by supporting and assisting other departments in promotion of club activities and products.
- Accounted for all parts of sales process by tracking leads, referrals, appointments, sales and revenues.
- Provided a growing base of prospects through corporate account generation.
- Developed a motivational sales training program that outlined operations of the business.

FINANCE

- Managed combined budget of $8.4 million total revenue and $2.1 million net operating income.
- Exceeded monthly budget goal of $156,000 for $1.8 million annual budget and net operating income goal of 31% achieving bonuses for all associates. This included breaking club revenue records throughout tenure.

WORK EXPERIENCE

MERRITT ATHLETIC CLUBS, Baltimore, MD **2004 - 2007**
Regional Operations Manager – Fort Avenue, Annapolis, Canton *2006 - 2007*
General Manager – Fort Avenue *2005 - 2006*
Lifestyle Consultant – Fort Avenue *2004 - 2005*

NACHO MAMA'S, Baltimore, MD **2000 - 2004**
Floor Manager

DAVIS DESIGN, INC., Baltimore, MD **1999 - 2003**
Marketing Consultant

NOISE CANCELLATION TECHNOLOGIES, INC., Linthicum, MD **1990 - 1999**
Assistant Product Manager – NCT Audio Products, Inc. *1997 - 1999*
Assistant Product Manager *1994 - 1997*
Manager of MIS & Customer Support *1992 - 1994*
Project Administrator *1990 - 1992*

EDUCATION

Master of Business Administration in Marketing
The Joseph A. Sellinger, S.J. School of Business and Management (AACSB Accredited)
LOYOLA UNIVERSITY MARYLAND, Baltimore, MD

Bachelor of Arts in Economics/Business Concentration
ST. MARY'S COLLEGE OF MARYLAND, St. Mary's City, MD