

EMILY JEAN SMITH

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SALES AND MARKETING PROFESSIONAL

"Proven record of consistent profit growth in extremely competitive and difficult markets."

Experienced and results-oriented business and sales professional with the talent to effectively identify and maximize opportunities to increase growth and development. Highly knowledgeable in diverse areas of sales and marketing utilizing creative strategies to decrease timelines and increase the company bottom line. Key team player with excellent interpersonal and communication skills, establishing and maintaining strong relationships with both clients and colleagues. Stunning ability to multi-task while applying time management skills to achieve company goals. Fluent in both official languages; oral and written English and French.

Expertise includes:

- E-Commerce Management
- Analytical & Problem Solving
- Competitive Market Positioning
- Project Implementation
- Research & Market Analysis
- Customer Needs Assessment
- Global Marketing
- Margin Improvement
- Sales & Marketing Campaigns
- Organization & Time Management
- Relationship Building & Client Retention
- Vendor Negotiations

EXPERIENCE HIGHLIGHTS

ALPHA FOODS INCORPORATED – APPLETON, QC

2002 - Present

Vice President, Sales & Marketing

Implement and direct effective sales infrastructure focused on gaining market share, driving business growth, effectively managing account base, and enhancing productivity. Serve as primary contact and administrator regarding scheduled and ad-hoc reporting; develop and manage enhanced related to ongoing reporting needs. Establish sales operation team priorities, strategy, and bottom-line factors.

- Successfully transitioned new market research project from United States to Canada; consistently achieved sample design for five consecutive months. Created relevant policy, procedures, and training aids to support team.
- Managed two major projects ensuring superior client satisfaction; coordinated product launches, print, and Web material, advertising, mailings, and promotional items.
- Increased revenue by \$8M through the renegotiation of five national account contracts.
- Improved company division's order size by 8% in 2002, 15% in 2003, and 18% in 2004.
- Reversed stagnant sales during economical challenges after failures by other executives to meet desired expectations.
- Presented product demos at popular tradeshows, overseeing set-up and takedown of booths. Demonstrated accurate and engaging promotions, ensuring retention of existing clients, and securing new clientele.
- Increased sales 50 licenses per year by bundling packages and reducing sale price; obtained large purchases and followed-up on leads.
- Received Recognition Award for large contribution to team while maintaining sample design results for three consecutive months.

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- Increased business 38% through effective staff development, strategic business planning, and extensive departmental revamping.
- Enhanced customer loyalty by maintaining a consistent presence. Addressed questions quickly and effectively ensuring efficient customer service; implemented customer satisfaction surveys for feedback on what customers wanted.
- Managed media and investor relations, including implementing investor relations programs, editing and issuing press releases, and conducting press interviews.

TOP QUALITY FOOD DISTRIBUTION COMPANY – APPLETON, QC

1999 - 2002

Sales Manager (2000 – 2002)

Sales Supervisor (1999 - 2002)

Managed various business development activities including prospecting and securing sales, maintaining existing client base, ensuring overall satisfaction, and growing revenue. Established strategic sales plans focused on enhancing account base and improving revenue; monitored and traced sales metrics. Served as primary contract for clients; addressed inquiries and quickly resolved issues in order to ensure quality service.

- Successfully maintained 94% customer satisfaction rate with executive and technical C level contacts.
- Increased market penetration, reduced resource costs, and generated higher revenue by educating clients to more effectively use product offerings.
- Achieved 76% contract renewal rate with existing customer base throughout tenure.

TIGER PLUS FOOD DISTRIBUTION – MONTREAL, QC

1995 - 1999

Sales & Marketing Coordinator

Devised and managed revenue generation programs and strategic partnerships. Oversaw communication and workflow between various departments; ensured all objectives, deadlines, and budgets were met. Developed and delivered sales presentations; negotiated and closed agreements.

Also held positions with INTERNATIONAL FOOD SALES, INC – Marketing Coordinator; NEW IDEAS, INC. – Sales & Marketing Coordinator.

EDUCATION & TRAINING

Bachelor of Arts in Business Administration (2004); Some University – Montreal, QC

Business Administration Diploma (1994); Some College – Ottawa, ON

Conflict Resolution & Effective Communication – Some University, Montreal, QC

AWARDS & RECOGNITION

Recipient – Employee Recognition Award for Outstanding Achievement – Top Quality Food Distribution

TECHNOLOGICAL PROFICIENCIES

MS Office (Outlook, PowerPoint, Word, Excel, Access, MS Project, Publisher)

QuickBooks Pro 2000