

# Michael J. Newcomer

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## SALES PROFESSIONAL

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Accomplished and highly creative sales representative with demonstrated ability to grow territories and exceed sales goals. Self-starter with strengths in relationship development, dynamic presentations, event planning, visual design and extensive product knowledge.

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## EXPERIENCE

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Staples Promotional Products, Charlotte, NC 2016 - Present

### Account Executive

Source and service new commercial promotional marketing accounts in the Charlotte and South Carolina territories, for this multinational office supply retailer. Provide product consultation to clients based on need, budget and delivery.

CoolSwagMarketing, Charlotte, NC 2012 - 2016

### Owner/ Independent Contractor

Established wholesale representation business for six marketing product suppliers in the North Carolina, South Carolina, Virginia, and West Virginia markets. Managed all functions, including finance, marketing, sales operations and strategy. Grew revenue by 150% within three years, providing consultations with distributors on partnership opportunities.

Ash City Apparel, Charlotte, NC 2001 - 2012

### Factory Sales Representative

Grew U.S. market for this Canadian-based manufacturer of customized promotional apparel, through consultative selling process. As 100% commissioned independent contractor, sold customized promotional apparel to corporate clients, including distributors, screen printers, embroiderers, and uniform suppliers.

- Grew North Carolina, South Carolina, and Western Virginia territories by 500%
- Achieved highest sales increases for all US territories

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## SPECIAL SKILLS

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**Productivity Software:** working knowledge of Microsoft Word, Excel, and Outlook

**Social Media:** LinkedIn, Facebook, Instagram

**Visual Design:** Illustrator, Lightroom, and Photoshop software; logo creation and graphic design

**Languages:** working knowledge of Spanish and Portuguese

**Other:** Event planning

## **EDUCATION**

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University of North Carolina at Chapel Hill - Bachelor of Arts in Broadcast Communications

## **VOLUNTEER SERVICE**

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Flashes of Hope – provide portrait photography for families experiencing pediatric cancer

## **HOBBIES**

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Cycling and yoga

Photography - Guinness World Record Holder: Largest Number of Light Painted Orbs

Hosts instructional photography events