

NORMA MILLER

SALES EXECUTIVE



Westfield, IN

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SUMMARY

A results-driven and innovative sales strategist showcasing proven success in exceeding sales objectives, territory management, business development, contract negotiations, team leadership, problem solving, and pitch development. Proactive and creative, a superb communicator who cultivates and fosters profitable work relationships while earning trust and customer loyalty. Adept at effectively achieving both cross-functional team goals and individual goals

WORK HISTORY

2003 –
PRESENT **Sales Manager**
Penguin Marketing, LLC, Westfield, IN

Demonstrate activity model leadership. Create and reinforce a culture of achievement, providing expertise in branded merchandise solution selling. Manage sales and operations, expenses/budgets, client/vendor relations development, strategic planning, and effective time management.

- 100% profitability increase, national & international business
- Save clients up to 20% by negotiating contract sales & co-op purchasing agreements
- Increased profit margins 35-80% while saving clients 25-70% by developing a direct-import sourcing program
- Awarded by clients for value, service, and satisfaction
- Awarded by vendors for sales performance and professionalism
- Honored with invitations to speak publicly & to present to various professional organizations

2000 – 2003 **National Accounts Manager**
Capital Ideas, Inc., Atlanta, GA

Devised business development initiatives and propelled revenue by securing new accounts, identifying profitable prospects, penetrating new markets, and cultivating growth with existing clients by developing business relationships and earning trust. Focus on large contract business and direct import fulfillment

- Increased profitability 15-25% over company standard
- Increased profit margins up to 60% by establishing strategic alliance with direct import vendor
- Leveraged creative skills to gain a market edge over competition by conceptualizing & selling custom, proprietary products, ranking us top 5% in industry
- Diversified company client base by expanding business to new markets and ensuring sustained business growth
- Received vendor recognition awards enhancing industry reputation and profile

1997 – 2000 Regional Sales Manager

Leed's, New Kensington, PA

Top- performing team member producing significant bottom-line results. Designed and executed sales plan and growth strategies to drive record sales and product line through large distributor base. Leveraged exemplary communications skills and insight to client challenges to establish an esteemed presence and build a positive brand.

- Set sales records increasing sales over 2, 000% from \$300,000 to over \$6 million, exceeding every quota and goal during employment
- Achieved #1 in sales growth and #2 in regional sales volume
- Drove product line from obscure industry position to #1 ranking in highly competitive region
- Expanded distributor base 500% increasing market share with new distributor accounts
- Developed direct, end-user call program that became a sales force model
- Earned multiple company, industry, association, and client awards for exemplary sales performance and customer satisfaction
- Engaging public speaker boosting corporate relations during: training, educational workshops, trade shows, and events

1992 – 1997 Account Executive/ Sales Management Assistant to VP

Goldner Associates, Nashville, TN

Reporting directly to VP, gained extensive and in-depth knowledge of B2B sales, marketing, and operations. Managed international house accounts and inside/outside sales teams with VP, increasing revenues each year. Vendor liaison responsible for negotiating contract pricing, marketing support, and sales staff education.

- Added 50% profitability to all program accounts' custom orders
- 1st and only executive selected to pilot an exclusive product line to competitors turning them into a distributor base throughout Southeast
- Achieved 35% increased success on all company proposals through creative direction, design, and copy writing
- Spearheaded a customer satisfaction/retention program that increased overall customer loyalty
- Directed company programs from conceptualization and product selection to production, launch, distribution, and fulfillment.

EDUCATION

1992 Bachelor of Arts

The Ohio State University

Advertising/Marketing; Foreign Language Minor; Art Scholarship

REFERENCES

Available upon request