

# Diane L. Proulx

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## DIRECT SALES | KEY ACCOUNT MANAGEMENT | SALES & MARKETING SUPPORT

Resourceful, self-directed professional with a consistent history of increasing revenue through new business development and maximizing existing accounts. Create loyal client relations within all accounts through natural rapport and a sincere commitment to understanding and satisfying customer needs. Combine lead-by-example management with intuitive sales strategies to maximize efforts and boost profits. Sound decision-making and interpersonal abilities; easily implement decisions and set effective priorities to achieve both immediate and long-term goals. Committed, with a positive attitude in:

**Marketing Strategies | Sales Analysis | Customer Service | Economic Tracking**

**Quality Assurance | Manufacturing Liaison | Price Negotiating**

*Computer-oriented; familiar with PCs, MS Windows operating systems and applications including Word, Excel, PowerPoint, and Outlook; also familiar with Profitmaker, AS400, JD Edwards, Sales Place, Lotus Notes, and Skype; able to research the Internet, process eCommerce orders and efficiently handle all e-mail functions.*

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## PROFESSIONAL EXPERIENCE

**RR Donnelley - LSC Communications, Maple Grove, MN**

**2014 to 2017**

**Customer Service Coordinator** - Primary contact in the development of client/dealer relationships, making outbound and inbound calls to product dealers in order to sell, plan and market advertising programs.

- ◆ Spend 60-70% of time working with dealers over the phone, answering questions and inquiries, selling programs (cold-calling), and e-mailing confirmations and reminders for this advertising/marketing support center.
- ◆ When working with clients to gather information, interact with dealers, vendors, and other personalization team members, provide creative direction and, if needed, conduct research on the project.
- ◆ Effectively present and sell ideas to all outlets, choose the correct medium and layout to best convey the required message, present visuals such as mockup samples, and support deliverables to communicate vision for the final product.
- ◆ Understand client brand management and develop guidelines to adhere to, while clearly communicating with clients in order to understand their design needs and present concepts.
- ◆ Assist team in gathering information about dealer advertising programs, respond to customer needs, prep jobs for ad creation, troubleshoot files for print and keep up-to-date with advancements of technologies and programs.
- ◆ Provide electronic and physical presentation materials, produce accurate and high quality work while working to tight deadlines, plan work according to developed specifications, processes and procedures.
- ◆ Manage the production process of each project, monitor all aspects of production schedules, and assure completion of all tasks in accordance with client specifications in a timely and efficient manner.
- ◆ Proofread paperwork and back-up other Advertising Coordinators and team leads in their absence, send out offline mailings and notify Supervisor of any job discrepancies or challenges.

**Factory Motor Parts - Eagan, MN**

**2012 to 2014**

**Sales Support Rep-Distribution & Retail** - Supported the Retail/Distributor Channel with a variety of sales support functions in order to increase overall sales within the division; assisted customers with questions, concerns, orders, and other needs as well as investigated and resolved issues and concerns.

- ◆ As sales support, made outbound calls to customers for follow-up, to promote sales, or other related reasons; assisted channel in growing incremental sales through a variety of sales support activities including documentation and ran reports and metrics that measured a variety of customer and sales details.
- ◆ Input customer orders received verbally or through other means; received, responded to, and effectively resolved incoming customer calls escalating information to sales when necessary; worked with operations staff in regards to the delivery of customer orders, estimated time of delivery, service issues, backorders, and fill rates.

**PROFESSIONAL EXPERIENCE CONTINUED...****Factory Motor Parts - Eagan, MN****2012 to 2014*****Sales Support Rep-Distribution & Retail***

- ◆ Responded to customer inquiries regarding information, pricing, order status, or other needs; developed, maintained, and communicated reports and spreadsheets regarding customer orders, backorders, sales trends, pricing, volume, and any other required information; processed and tracked the final accurate processing of customer returns and credits.
- ◆ Placed outgoing calls to designated customers regarding sales promotions and other sales needs; responded to and successfully resolved customer needs and problems by effectively communicating customer successes and concerns with appropriate sales staff; attended and actively participated in weekly sales meetings and related conference calls.

**International Paper, Minneapolis, MN****2010 to 2011**

***Sales/Sales Support*** - *Provided sales and sales support services for this global manufacturer of paper and paper products; investigated account problems or issues and resolved in an efficient and equitable manner.*

- ◆ Daily interaction with customers, providing advice in the selection of products; monitored accounts to ensure realization of customer goals.

**2020 Promotions, Saint Paul, MN****2008 to 2010**

***Sales/Sales Support Specialist*** – *Developed and maintained ongoing and cooperative working relationships with customers; researched/resolved problems ensuring customer satisfaction and high customer retention rates.*

- ◆ Impressed upon clients the unique qualities of services and recommend products; contacted suppliers for availability and selection of products, solicited bids and negotiated lower prices.
- ◆ Placed orders and monitored contracts with suppliers to ensure all agreements were met; maintained thorough knowledge of printing processes and worked with suppliers to resolve problems.
- ◆ Cold-called potential clients in order to acquire new accounts; consistently followed-up on leads; tracked economic information relating to products including market conditions and price trends.

**NELA, Oakdale, MN****2005 to 2008**

***Customer Service/Sales Support*** – *Provided walk-in and call-in customers with prices on automated and manual equipment for this manufacturer of register systems for the newspaper and commercial printing industry.*

- ◆ Wrote formal proposals and placed orders for new and existing corporate customers; provided administrative support for salesmen traveling across the US, Canada, and South America.
- ◆ Answered busy phones and continuously documented customer accounts, tracked quotes, and filed completed paperwork; individually chosen to travel to and represent company at trade shows.
- ◆ Worked closely with Engineering for requested customer layouts; used engineering layouts and bill of materials to price automated and manual equipment.
- ◆ Amicably interacted with all levels of personnel in every department including Sales, Engineering, Marketing, Purchasing, Accounting, Service, and Manufacturing.

**Promo Direct (Division of Taymark), White Bear Lake, MN****2001 to 2005**

***Account Specialist*** – *Bought promotional products for VIPs and special accounts; negotiated sales with clients and purchases with manufacturers; assisted in increasing department profits by 50% in 2 years.*

- ◆ Accurately assessed client needs and processed orders while achieving gross sales of over \$277,000 in 2003; in just 10 months of 2004, increased gross sales 37% beyond the prior year's sales to more than \$379,000.
- ◆ Experienced with Advertising Specialty Institute (ASI) in converting prices, estimating cost savings and negotiating sales; worked with an average of 40 clients per week; member of Catalogue Business Team; provided input on merchandise, ad layouts, and campaigns.

*Completed classes at Century College, White Bear Lake, MN in Principles of Marketing, Customer Service Strategies, and Advertising Sales/Promotion.*