

**Elizabeth Maida**  
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Inside sales and marketing associate specializing in promotional products and corporate apparel with a robust business development record of accomplishment. Successfully servicing customers in the education, financial, manufacturing, and travel industries. Specialist in product search and manufacturing cycle for specialty products with an extensive network of contacts including clients, manufacturers, and reps. Conscientious team player with excellent communication skills.

### **Experience**

**Oct 2007-May 2018 Imprint Marketing Concepts (IMC)- Ramsey, NJ – Promotional Advertising Company.**

*Account Manager- Lincoln Educational Services/ Inside Sales Associate*

Managed on-line web based uniform order platform-Lincoln Tech. Processed all uniform and specialty orders. In addition, sourced, recommended and sold, promotional items within budget and time constraints for clients secured through networking. IMC copywriter –monthly press releases -1 year. Processed program invoices and for 3 additional sales people. Handled company wide collections.

- To increase efficiency in acknowledgement, tracking, status & delivery for 14 Lincoln campuses. **Results:** Rating on quarterly surveys up 30% to nearly 100% in all customer service categories. Yearly sales volume: Over \$450,000.
- To drive additional new business. **Results:** Personal annual sales volume: \$5K-\$8K.
- To collect outstanding past due monies. **Results:** From Nov, 2017 to May, 2018 reduced late payment time by average of 2 weeks.
- To write compelling news style company press releases. **Results:** Increased traffic to company website by 10%.

**Jan 2007-Sept 2007 Rosebud Research – Waldwick, NJ – Corporate Recruiter**

*Assistant to Corporate Recruiter (part-time)*

Assisted in searches for C-Level executives/directors by verification of candidates regarding status, title and contact information.

- To verify spreadsheet of 50-100 candidates per search by deadline with accuracy, discretion and professionalism. **Results:** Assisted recruiter in achieving qualified pool of candidates for 5 searches.

**Nov 2005-Dec 2006 Alpine Trading Co. – Englewood, NJ – Uniform/Equipment Supply Co.**

*Purchasing Agent*

Purchased uniforms and accessories for stock merchandise in EMT, law enforcement, security industries. \$1.25 M in annual orders for 50,000 sq. ft. warehouse. Reported directly to President/Owner.

- To maintain appropriate stock levels within budget. Negotiated prices and contracts, monitored stock levels, met with vendors, sourced new items. **Results:** Maintained in budget. Lauded best purchasing agent by client services dept.

**Jan 1989 – Oct 2005 All-Ways Advertising - Bloomfield, NJ - Promotional Products Distributor**

*Inside Sales Associate/Account Coordinator*

Sourced, negotiated and sold a wide range of promotional products and services. Managed accounts from initial contact to delivery of all orders. Reported to Vice President.

- To maintain and expand current client base. Sourced products, monitored production schedules for on time delivery. **Results:** Maintained or exceeded gross profit margin within corporate goals and parameters.
- To reduce production and stock availability issues with vendors. Paid strict attention to detail, critically selected vendors, built relationships. **Results:** Department sales surpassed million dollar annual sales mark to 1.1 M.

**Mar 1988 – Dec 1988 Dugan Farley Communications – U. Saddle River, NJ – Medical Ad Agency**

*Traffic Manager*

Scheduled, prioritized and routed work assignments for art directors, copy typists, proofreaders and editors. Maintained status on over 50 jobs. Assisted in the release of jobs to printers.

**Expertise**

Client Management	Manufacturer product resolution	Online order fulfillment
Sales/Customer Service	Art requirement interpretation	Price negotiation

**Computer Skills**

SAGE & ESP Industry search engines	Order Master-Order/Invoicing
Bright Stores- web based customer direct order application	Reflections- custom proprietary system for purchasing/inventory
MAS 200- Order entry/Invoicing System	

**Education**

B.S. Cum Laude. Major: Communications. University of New Haven, West Haven, CT.  
 News Director, WNHU 88.7 FM. Staff writer for The Charger Bulletin. Communication Board President-student committee overseeing campus media.

**Community Activities/Interests**

Ramapo-Bergen Animal Refuge, Inc. -Initiated and executed volunteer effort to raise funds and supplies- Two years. Raised over \$1000 goods/funds. WNHU 88.7 FM - Student mentor in newly formed micro-network for WNHU 88.7 FM. Enjoy running and Yoga.