

Tom Mocho

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PROFESSIONAL EXPERIENCE

WebbMason Marketing

Cleveland, Ohio

Account Manager

May 2018 – July 2020

- Recruited to manage and grow promotional product sales for a national account through direct B2B selling, innovative product ideas, account management and outstanding customer service.
- Grew promo sales from zero to \$1,253,000 in two years.
- Generated over \$457,000 in PPE sales in three months during COVID-19 crisis.
- Contributed to regional sales office being a top third producer out of 25 national locations.

The Image Group, Inc.

Independence, Ohio

Senior Account Manager

August 2014 – May 2018

- Recognized for highest gross margin percentage increase from 2016 to 2017.
- Annual sales of \$650,000 in promotional marketing materials, resulting in 34% profit margin.
- #1 in revenue for Cleveland Sales Office and top 5 overall in company with 25 sales associates.
- Twice earned a trip to PeerNetWorks (to Tampa, FL and Phoenix, AZ), an exclusive sales meeting for strategic distributors who have achieved sales over \$500,000.

Standard Register Company

Brecksville, Ohio

Branded Merchandise Account Manager

May 2008 – July 2014

- Personally, managed over 1 million dollars in annual sales of promotional products.
- Rewarded as the top Account Manager in promotional sales for the Central Region in 2012 and 2013 among 10 peers.
- Increased sales by 300% on a major account over a four-year period.
- Trained sales staff on effective ways to sell promotional products for sales offices in Cleveland, Columbus, and Pittsburgh.
- Understanding of all printing techniques on branded merchandise and apparel.
- Self-educated in the promotional products industry by attending supplier meetings, industry trade shows and studying industry publications and trends.

Proforma

Independence, Ohio

Vendor Development Coordinator, Printed Products

October 2006 – April 2008

- Supervised over 100 print vendors participating in Preferred Limited Partner (PLP) program.
- Negotiated monthly benchmark pricing guides and program quotes aimed at targeting multi-million-dollar print, promotional and fulfillment contracts.
- Educated franchise owners with project-specific vendor sourcing in the areas of business forms, commercial print, digital printing, labels, and stationery products by maintaining a database of print vendor contacts, capabilities, and specialized production processes.
- Coached new franchise owners to a better understanding of target markets, product identification and print production through monthly training classes.
- Solicited vendor participation in seven regional and one national trade show each year to maximize profits of the PLP program.

HKM Direct Market Communications

Cleveland, Ohio

Account Executive

January 2000 – September 2006

- Promoted to Account Executive in July 2006 charged with developing and growing new business.
- Promoted to Major Accounts Manager (September 2003) and managed a team of three Account Service Representatives.
- Managed over 2 million dollars in annual sales for clients that included: Sherwin Williams Automotive Finishes, Ernst & Young LLP, Nestle and Developers Diversified Realty.
- Built and maintained client relationships through direct and internal sales efforts, project management and customer service.
- Skilled in creating innovative ways to design implement and track direct mail campaigns.
- Trained in all facets of pre-press, print production, fulfillment and mailing services needed to reach target specific marketing demographics.
- Assisted Director of Marketing in managing printed marketing communication collateral, including concept, design, and production.

Sign Pro of Northeast Ohio Ltd.,

Middleburg Heights, Ohio

Operations Manager

September 1996 - October 1999

- Promoted to Operations Manager to manage, facilitate, and integrate sales promotions with production.
- Supervised and approved pricing of projects, purchases of equipment, hardware, and materials needed to warrant completion of projects.
- Conducted daily staff and production meetings to keep a constant workflow schedule.
- Sold suggestive and innovative ideas to promote and market products through visual communications.
- Produced 33% of total sales in 1997, 52% in 1998 and 60% for 1999.

EDUCATION

BALDWIN-WALLACE COLLEGE, Berea, Ohio
Bachelor of Arts, 1996
Business Administration
**self-supported 100% of college education*

ASSOCIATIONS

OPPA – Ohio Promotional Product Association - member
Achievement Centers for Children – volunteer
CYO (Catholic Youth Organization) – coaching