



Resume Example ~ Management

Employment For Seniors, Inc.
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EDWARD F. SENIORS

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SUMMARY OF QUALIFICATIONS

- Effective and consistent sales performance, gaining new customers and expanding product distribution
- Highly regarded team member, honored for performance growth and strong customer satisfaction
- Excellent organizational design and planning; respected for interpersonal skills and client communications
- Bilingual: English/Spanish
- Certified in Project Management

RELEVANT EXPERIENCE

The Ohio Paint Corporation, Columbus, OH

Sales and Marketing Account Manager (2005—present)

- Exceeded \$4 million sales goal for three consecutive years, with a 20% increase in new customer accounts.
- Effectively launched new products yearly, achieving maximum distribution within all strategic accounts.
- Substantially boosted brand recognition through participation in 4 industry tradeshow annually. Managed and coordinated company booths, attracted new accounts, secured promotional orders, leading to a 10% average account increase.
- Ensured sell-through of promotions and support materials; negotiated nearly 20% increases in shelf space in every major account for five consecutive years.
- Conducted sales training programs for new team members, provided direction in corporate culture, product specifications, strategic marketing, and customer service strategies.

Plastics Packaging Corporation, Columbus, OH

Sales Territory Manager (1998-2005)

- Generated \$1.3 million in sales equaling 50% of company's revenue, exceeding territory goals.
- Produced more than \$1 million gross sales at 23% margin; national recognition as top sales manager.
- Orchestrated \$700,000 sale of a new product in the first year of the product line, reaching entire sales territory.
- Managed three of five largest accounts in each year, with a team of 15 sales and support staff.
- Introduced proposal-based selling and trained inside sales staff to utilize the technique for further corporation growth.

Ben's Restaurant, Columbus, OH

Manager (1996-1998)

- Ensured customers received efficient and effective service, trained wait staff and directed purchasing and inventory.
- Administered financial transactions, calculated projections of growth and managed daily expenses.
- Maintained the restaurant to meet all health standards and codes.
- Received local media "Top Ten" restaurant review.

EDUCATION, PROFESSIONAL DEVELOPMENT, AND CERTIFICATION

The Ohio State University, Columbus, OH - Bachelor of Arts, Business Administration

Microsoft: Project Management Software Certification

National Association of Sales Professionals: Inside Sales, Marketing, and Social Media Techniques

American Marketing Association: Workforce Resources and Marketing Opportunities Workshop Series