

OBJECTIVE

The goal of my career is to mentor and work with a team as dedicated as I am to generating sales and providing world-class support for the company and/or client that I represent. I believe this is achieved by constantly learning and striving for excellence through side-by-side training of employees and peers.

PROFESSIONAL ACHIEVEMENTS

- Youngest Associate Producer, Videographer, Producer and Live Producer for CBS affiliate WAKA-TV8 (1997 – 1999) including capturing live tornado footage utilized on CBS, CNN, and the Weather Channel (1999)
- Served on the voluntary board for organizations in Montgomery, Alabama that included acting as the PR contact and creation of Press Releases for Greater Montgomery Men's Bowling Association
- 10+ years of brand and product management experience including creating campaigns for new product rollouts and continued selling efforts within national and regional retailers
- Named Training Specialist of the Quarter for more than half of the employment tenure with Integrated Marketing Services as part of the DIRECTV Local & Strategic Partner program (Q3 2009, Q4, 2009, Q2 2010, Q4 2010, Q1-Q4 2011, Q1-Q3 2012)
- Brought the Phoenix market from #26 up to #5 (out of 35 markets) as part of the Sirius Satellite Radio Field Support Program with MarketStar and BDS Marketing, through continued visits, product knowledge and sales technique trainings, and assisted sales activities with various national retailers (2003-2008)
- Maintained top 5% of customer service satisfaction scores in both phone and online chat support with GoDaddy as part of the Customer Care Center (2012-2013)

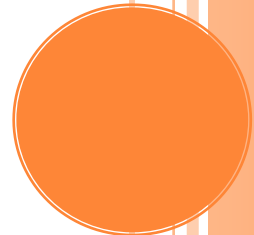
EDUCATION

Auburn University Montgomery • 1993 – 1997

- BA – Communications / Minor: Chemistry
- Graduated GPA: 3.83
- Editor-in-Chief and Design Editor of the campus newspaper (the AUMnibus)
- Student Supreme Court Justice for the Student Government Association

SKILLS

- Master level proficiency with MS Office Apps including Word, Outlook, Excel, Powerpoint, and Publisher
- Wireless industry veteran since 1996 with product acumen including analog, 2G, 3G, EDGE, HSPA+, EVDO revisions, 4G LTE Category 6
- Experience with Adobe Acrobat, Illustrator, Pagemaker, Photoshop, Sony Soundforge and Vegas Video Editor, and Microsoft Windows versions 95, XP, ME, 7, 8.x, and 10
- Accomplished videographer and photographer with experience using Betacam, digital video, non-linear editing and photograph enhancement



EXPERIENCE

AT&T – In-Home Experts Group – Phoenix, AZ

Integrated Solutions Consultant – July 2018 – present

- Assisted customers with customizing AT&T solutions that provided maximum performance for their individualized needs
- Store manager responsibilities including managing \$10,000 personal inventory
- Responded to assigned customer accounts based from assigned dispatched activities
- Assisted in the creation of FirstNet customer accounts for First Responders on a dedicated wireless network
- Assisted business customers with cost analysis and creation of a solution utilizing AT&T technologies and accounts that provided cost saving measures and maximized employee performance through the AT&T network

MarketSource – LG Mobile – Phoenix, AZ

Marketing Field Operations Manager – January 2015 – July 2018

- Assisted with crafting key messages for new device launches, creating promotional literature, and training various leaders and trainers to continue the training to their teams
- Responsible for branding efforts in multiple retail stores groups for national and regional retailers. Included creating brand messaging and customizing presentations for different sales organizations to further LG marketing efforts.
- Directly managed 42 Market Sales Managers in territories with LG corporate managers (Denver CO, Southern CA, Cleveland OH)
- Managed 120 MSMs in other markets with MarketSource Regional Sales Managers, as well as managed, trained, and guided those RSMs
- Direct Reports managed territories responsible for \$10M monthly sales, including providing sales direction, providing direct input for compensation for MSMs, and managing territory breakdowns.
- Managed a budget of \$50,000 in travel and marketing budget across 9 market areas
- Recruited and trained replacement staff, as well as helping to provide insight into the territories for incoming Regional Sales Managers.

Field Marketing Manager • 2014 – 2015

Samsung Electronics America (via 2020 Companies) – Phoenix, AZ

- Provided support to national, local and regional retailers and carriers to boost sales of Samsung mobile devices
- Assisted with event support for local dealer events and corporately sponsored events with retail and OEM partners, including Walmart, T-Mobile and Otterbox
- Managed and maintained relationships of 25-50 locations within assigned territories in the Phoenix metro area, Maricopa, and Pima County

Online Chat Support Specialist • 2013 – 2014

GoDaddy.com – Tempe, AZ

- Provided support via phone and online chat for GoDaddy customers and resellers internationally
- Maintained top 5% of customer service scores with regard to all customers served for the length of tenure with the company
- Required extensive and ongoing knowledge of MS Office applications, web hosting, domain name service software, and a myriad of web, email, and hosting troubleshooting tools both public and company internal

Regional Marketing Support Manager • 2009 – 2013

DIRECTV – Phoenix, AZ

- Provided support to local and regional retailers to help improve DIRECTV sales rates within assigned channels
- Built and maintained relationships with dealers, owners and dealer principles for a multistate region including Arizona, New Mexico, Colorado, Nevada, Oregon, Washington, and El Paso, TX.
- Conducted and assisted with group trainings with audiences ranging from 5-200 retailers and salespeople
- Designated as Nielsen Marketing Mapping Tool SME for Western Region for DIRECTV Corporate Area Sales Managers

REFERENCES

- Sean Farida · Owner, Wireless Toyz #177, Phoenix, AZ · 602-460-8785
- Steve Mendoza · Retail Assistant Manager, AT&T Wireless · 623-330-2398
- Robert Chavez · Retail Program Manager, Parker & Sons · 602-332-9573