**SALES MANAGER RESUME WORK EXPERIENCE**

**WILCOX Inc., Charlotte, NC**

**Sales Manager, September 20XX – Present**

* Establish full-scale sales operation; duties include developing database systems, recruitment of senior regional sales managers, and developing sales and marketing strategies
* Sales manager for 5 marketing campaigns worth $1M to $3M; implementing strategic marketing and sales goals, and leading a team of 20 creative and technical sales staff
* Strategize with senior management on marketing avg. of 50 new consumer goods annually into traditional retail distribution channels in the Fast-Moving Consumer Goods (FCMG) market
* Successfully expand the marketing reach of older consumer products into emerging digital and online platforms

**HAROLD & JEFFERSON, Milwaukee, WI**

**Sales Management Assistant, July 20XX – August 20XX**

* Developed and researched materials necessary for a sales video training series 2 hours in length, which is now used nationwide by company to train sales staff
* Met with avg. of 5 clients weekly, identifying and analyzing their goals, developing digital marketing strategies and solutions based on their objectives
* Supervised the delivery and installation of bike parts to new clients; coordinated replacements with existing customers
* Developed quarterly marketing and sales mail campaigns in accordance with advertising schedules and company sales budgets