**Wendy Greene**

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**Sales/Marketing Assistant**

Motivated and enthusiastic sales/marketing assistant offering hands-on experience in the areas of sales and marketing management, sales pitching, and customer service. Possess a rich mix of knowledge in creating, implementing strategic sales and marketing programs for attainment of needed business goals. Adept at utilizing out-of-the-box techniques to identify business deficiencies and develop improved processes for optimal operational efficiency.

* **Sales Management:** Experienced in process improvement and managing sales operations to boost productivity and bottom-line objectives.
* **Customer Service:** Approachable and energetic with demonstrated qualities in establishing and maintaining relationships, delivering quality customer service, and expertise to achieve sales target.
* **Technical Skills:** Technically knowledgeable with competency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).
* **Additional Strengths:** Provided exceptional editing and written advertisements for social media platforms. Assertive follow through with customers, scheduling calls with potential clients, and developing network contacts with prospective clients.

**Educational Background**

Bachelor of Science in Kinesiology and Applied Physiology, May 2014

University of New York, New York, NY

**Experience Highlights**

Dot Company, New York, NY January 2021 -Present

**Independent Sales and Marketing Coordinator**

Selling via in-home and online representing and marketing line of jewelry and accessories. Engage and maintain contact with social media prospects to drive traffic to business.

* Realize over $1K in sales at each personal Trunk Show.
* Increase merchant enrollment by innovating new merchant programs and incentives to accelerate business by 15%.
* Improve market awareness and new client acquisition two times over through implementing aggressive advertising and marketing initiatives.

Lee Reading Funeral Home, Reading, PA June 2018- December 2020

**Marketing and Sales Assistant**

Generate new leads and prospects by successfully delivering information packets to prospective CEO’s and admissions directors of combined eight retirement communities, hospitals, and nursing homes.

* Consistently drive entire sales cycle from initial client engagement to closed sales.
* Develop business growth by facilitating best practice of promoting values-based services.