

# 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.
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## Educational Background

Bachelor of Science in Kinesiology and Applied Physiology, May 2014  
University of New York, New York, NY

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## 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.