

EMMA WATSON

SALES MANAGER

CONTACT



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EDUCATION

M.B.A. SPECIALIZATION IN
MARKETING University of Windsor,
Chicago, IL 2012

B.A. BUSINESS ADMINISTRATION
Wallace State University, East
Lansing, MI 2010

SKILLS

- Office Suite
- Financial Forecasting
- Business Professional Stats
- Database Management
- Team Leadership
- Conflict Resolution

PROFILE

Sales Manager with over 6 years of experience training and supervising sales staff while planning and implementing sales strategies over a multi-state territory. Seeking to bring my proven track record of launching successful marketing campaigns and team-leading into a senior management position. Obtained a Master's in Business Administration in June 2012.

PROFESSIONAL EXPERIENCE

SALES MANAGER Babcock & Wilcox / Charlotte, NC / 2015 – Present

- Build a full-scale sales operation from the ground up; duties include establishing database systems, recruitment of senior regional sales managers, as well as developing sales and marketing strategies
- Implement strategic goals for marketing campaigns with billings in the range of \$1M to \$3M; serve as project manager, leading a team of 20 creative and technical staff
- Strategize with senior management to market new products into traditional retail channels of distribution in the Fast-Moving Consumer Goods (FCMG) market
- Successfully expand the marketing reach of older products into emerging digital and online platforms

SALES ASSISTANT Harold-Jefferson / Charlotte, NC / 2012 – 2015

- Researched and developed the material for a series of four half-hour long video training series now used by company to train sales staff nationwide
- Identified and analyzed client goals and developed digital marketing strategies and solutions to achieve clients' objectives
- Supervised the delivery and installation of bike parts to new clients; coordinated replacements with existing customers
- Developed quarterly mail campaigns in accordance with advertising schedules and sales budgets