

Jenna Sample

Marketing & Sales

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Results-oriented, analytical, and driven Sales professional with a solid background in launching successful marketing solutions to leverage process improvement at Fortune 500 companies. Superior capacity to multi-task on assignments in highly challenging, deadline-oriented work environments. Track record of success in forging positive, long-term business relationships to obtain target markets nationwide through alternative media, online marketing, and affinity strategies. Phenomenal grasp on interpersonal communication, media, and cross-functional teams to drive marketing operations.

- ✓ Policies & Procedures
- ✓ In-Store Demos/Sales
- ✓ Customer Service
- ✓ Collect Sales Leads
- ✓ Project Management
- ✓ Budgeting Analysis
- ✓ Product Introduction
- ✓ Process Improvement
- ✓ Sales Development
- ✓ Strategic Alliances
- ✓ Marketing Solutions
- ✓ Guerrilla Marketing

KEY CLIENT ACHIEVEMENTS

- Met with Senior Executives and High Profile Customers attending the Grammys, Oscars, Special Olympics, National College Football Championships, Movie Premiers and Concerts with Lady Gaga and Taylor Swift.
- Pictured in Training Modules as Brand Ambassador for all of North American modules: seen by \$1M+ viewers.
- Partnered with an award-winning team, winning the “National Best of the Best Award” 2 years in a row, and the “West Region Best of the Best Award” 3 years in a row due to best in sales, volume, customer service, new account management, opening and closing accounts, product introduction, volume and profit growth.

PROFESSIONAL EXPERIENCE

Market Development Manager Coca Cola

2013 - Present
Los Angeles, CA

Establish price points to initiate key promotions and stimulate success ratios. Analyze key marketing tactics to leverage performance. Oversee account development, new account acquisition, and retention. Conduct over the phone and face-to-face meetings on demand. Close sales calls and add specified accounts. Market and develop campaigns and promotional programming. Manage inventory levels, contract renewals, and client support tickets

- ✓ Advertised services for the World Games for Special Olympics; organized setup of special rentals to host athletes.
- ✓ Maintained high-metrics year-round due to effective investment and management of strategic marketing operations.
- ✓ Increased accounts opened by 60 annually; raised a Dead Net growth profit to \$234,846.00 due to effective marketing.
- ✓ Grew volume of coke products by 83,815 due to phenomenal grasp on business profit, sales, growth, and target markets.
- ✓ Offer top innovative marketing solutions, e.g., replacing outdated affinity strategies with current marketing solutions.
- ✓ Lead marketing and staff logistics by acting as a “go-to” for the Marketing Manager; reported to the VP of Marketing.
- ✓ Developed action plans for assets generating zero volume; sold in promotional events with customer compliance.

Promotional Sales Representative Prestige Promotions

2011-2013
Jacksonville, FL

Directed marketing strategies including response modeling and cadence strategies to leverage target markets. Created program proposals and operating procedures to increase leads. Forged positive, functional business relationships with strategic alliances to initiate and secure future/ongoing partnerships. Developed partner-specific sales programs through promotions, awards, eligibility, and communications. Assessed contracts, and managed budgets for quality assurance.

- ✓ Designed integrated marketing campaigns, contact management strategies, and prospect selection methodologies in conjunction with key stakeholders; increasing sales performance and response rates by 33% within less than a year.
- ✓ Managed and expanded partnerships with target markets supporting current product lines to leverage sales by 50%.
- ✓ Achieved respect among senior/leading managers and stakeholders, acquiring additional roles in Alternative Media.

PRIOR EXPERIENCE

Gained expertise and multi-department exposure in marketing operations, project/staff management, and hosting while partnering with Auburn University Student for Life and East Alabama Food Bank as a Program Assistant.

KEY PROJECTS

Tilt Theory, LLC November 2011-January 2013 (14 months)

Three olives Vodka

Kraken rum

Maestro dobel tequila

1800 tequila

Prestige Promotion June 2011-October 2012 (16 months)

Pinnacle Vodka

The Hype Agency October 2012- Present (3 years/periodic events)

Bud Light

Wonderful Pistachio

Mosaic Sales Solutions July 2012-September 2012 (3 months)

Budweiser

Identity Marketing February 2013 (2 weeks)

Pepsi/ Tostitos SUPERBOWL

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science Degree in Human Development

Graduation: 2010

Auburn University, Auburn, AL

CPR/First-Aid Certified

Current Certification

American Red Cross

PROFESSIONAL AFFILIATIONS

NAACP Collegiate Chapter Member and Life time Member	2008 – Present
Women Helping Encourage Women	2009 - 2010
Auburn University Marching Band Flagline	2008 - 2009
Auburn Latino Association of Students	2008 - 2010