
LINDA MOWRY

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OBJECTIVE: A position as Sales Coordinator, Representative or Account Executive.

SUMMARY OF QUALIFICATIONS

- Twelve years successful experience in direct sales of a range of products and services.
- Extensive practical hands-on experience as co-owner & manager of a small business.
- Motivated and enthusiastic about developing good relations with clients.
- Professional in appearance and presentation.

RELEVANT SKILLS

SALES & NEW ACCOUNT DEVELOPMENT

Increased a small publication's advertising revenue through market research and promotion.

Developed new distribution outlets for a special-interest magazine in Northern California

- Made cold calls and follow-up visits to retail outlets throughout the region.
- Organized detailed routebooks and financial recordkeeping.
- Successfully increased readership by more than 40 percent over a two-year period.

CUSTOMER RELATIONS

Served as vendor representative for Jana Imports:

- Coordinated product information and distribution for 75 field representatives and major accounts.
- Promoted giftware products at trade shows throughout the region.
- Handled face-to-face contacts with new and established customers.

Oversaw the production of advertising and its placement in major trade publications.

ADVERTISING, MARKETING, DISTRIBUTION

Organized and styled merchandise for effective presentation in a 20-page giftware catalog.

Kept accurate, current computer records of inventory, international suppliers, brokers, shippers, etc.

Handled all aspects of order taking and processing, both at Bill's Dairy and Jana Imports.

EMPLOYMENT HISTORY

2004-present	Sales Coordinator	Jana Imports, Oakland, CA
1998-2003	Distribution Coordinator	Déjà vu Publishing, San Rafael, CA
1993-1998	Co-owner/Manager	Bill's Dairy, Livermore, OR

EDUCATION

Bay City College, San Francisco, BA in Liberal Arts