

# NAME

Full Address  
E-mail:

Tel: (Mob & Home)  
DOB:

A graduate with over four years field sales experience and sales management in the FMCG sector, demonstrating an extensive skill base in a range of disciplines such as business-to-business sales, retail sales, marketing and team management. I am now seeking a key account management position within the FMCG sector.

## Strengths & Profile

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- **Team Management Skills**
- **Strong Client Management Skills**
- **Account Management**
- **Demonstrated Negotiation Abilities**
- **Proven Sales Record**
- **Excellent Communication Skills**
- **Willingness to learn & develop**
- **Self -motivated**

## Career History

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**Company Name** **01/2006-Present**  
**Sales Representative**

### My Responsibilities include:

- My current territory is South Leinster including South Dublin, my call file consists of the retail, wholesalers, restaurants & hotels.
- My KPI's involve maximising current call file, growing each individual account & the creation of new accounts in my territory ensuring volume & profitability are met.
- I also manage a team of four merchandisers in the retail channel ensuring planograms are adhered to, displays are correctly merchandised & POS is in place.
- Compiling & presenting monthly reports, customer & competitor analysis as well as market trends

### My Achievements include:

- Gaining a 19% sales growth in Key Accounts in 2007 and 12% in 2008, valued at over €520K
- Grew the product range extensively in the retail & wholesale channel
- Opened 44 new active accounts over the three year period
- Achieved & exceeded sales targets on volume, profitability, display & distribution.
- Formulating trade marketing plans setting out key objectives, strategies, actions and control mechanisms in order to influence trade and consumer decision making

**Contract People** **05/2004- 12/2005**  
**Relief Sales & Merchandiser**

With Contract People I worked on the tactical team which provides numerous services to clients these included

- Sales relief (In multiple channels including Dunnes Stores & symbols)
- Merchandising & the placing of POS within outlets
- Sales blitz's
- Relaying of planograms within stores & follow up maintenance
- Auditing of certain brands

**Company Name**  
**Retail Assistant Manager**

**04/2002-04/2004**

- Recommended products to customers
- Cash & supply management
- Ensuring the correct product lines were within the store & at sufficient levels
- Management of all part time staff

**Education**

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<b>WSET Advanced Certificate in Wines and Spirits</b>	<b>2006</b>
<b>University College Dublin Honours degree in Marketing 2:1</b>	<b>1998-2002</b>
<b>Leaving Certificate, Colaiste Eanna, Dublin. (420 points achieved)</b>	<b>1991-1997</b>

**Personal Details**

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Interests: I enjoy playing Hurling for my local GAA team, I also regularly play table tennis with work colleagues, reading & politics are other interests.

Languages: Fluent Spanish and conversational French

PC Skills: Knowledge of all Microsoft Office programmes.

Referees

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Name	Name
Position	Position
Address	Address
Number	Number