

# Jennifer A. Pavey



955 Washington Hwy. Apt. 500 | Normal, IL 60606 | 888-737-3963 | info@norwoodconsulting.org

## Marketing/Media Coordinator

Motivated sales and marketing professional with broad expertise in leading merchandising and branding campaigns for large retail outlets. Media savvy, seamlessly integrating technical expertise with innovative and imaginative promotional strategies to transform customer experience and service while consistently achieving and exceeding key company sales metrics. Able to balance the need to maintain a uniform corporate image and message with an innate passion to inject originality and individual expression into every marketing and sales proposal. Keen business acumen, planning skills, and relationship management aptitude combine to drive adaptable business plans that are profitable and sustainable. Customer-focused and company-centric, leading by example to inspire team to succeed.

## KEY AREAS OF EXPERTISE

- Relationship Management
- Sales and Business Analysis
- New Product Launches
- Sales Presentations
- Merchandising/Business Plans
- Staff Training and Development
- Marketing Strategies
- Account Management
- Customer Service

## EDUCATION/MEMBERSHIP

**Bachelor of Arts in Marketing**, DePaul University, Chicago, IL, 2011

Member - American Marketing Association

## PROFESSIONAL EXPERIENCE

SAMSUNG, INC.

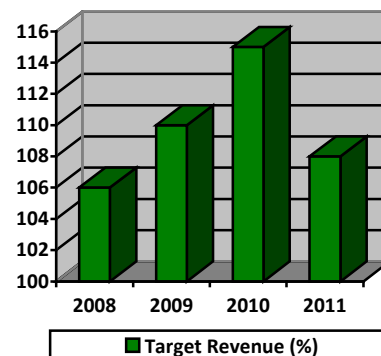
09/2005 to Present

**Samsung Solutions Consultant (Sept 05 – Apr 07, Oct 08 – Present)**

**Specialist (Apr 07 – Oct 08)**

Oversaw the sales, merchandising, and operations of a Samsung “store-in-a-store” concept in a single unit reseller (Target). Engaged to increase revenue by achieving quarterly sales quotas and by meeting additional financial metrics. Established successful merchandising plans and analyzed business results in order to create and modify business plans to achieve goals. Trained resellers and other store associates. Introduced customers to the newest company technology, delivering a transformational customer experience through sales contact and merchandising. Invited to corporate headquarters for product trainings and annual sales conferences. Locally implemented international visual merchandising plans. **Selected Accomplishments:**

- Partnership with reseller store management to create a ‘win-win’ relationship through in-store initiatives and merchandising strategies that significantly contributed to sales growth.
- Increased 2010 YoY revenue by 27% and unit sales by 26% in a declining economic market.
- Achieved 115% of target revenue for 2010, and 108% for 2011.
- Awarded Samsung Sales Professional recognition from 2006-2011.
- Successfully launched major new product initiatives, including Galaxy S Phone and Galaxy Tab Android Tablet.
- Oversaw additional reseller location for limited support role, achieving 103% of target revenue for 2011.



COMPUSA, INC.

08/2004 to 09/2005

**Senior Product Specialist**

Supervised day-to-day operations of computer and digital camera department. Resolved escalated customer service issues. Scheduled labor and trained and developed associates. Cross-trained to work in all departments of the store. Promoted twice within 13 months of service.