



CAROLYN KORBIN

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■ ■ SALES & MARKETING PROFESSIONAL ■ ■

PROGRESSIVE, DYNAMIC Sales & Marketing Professional with 10 years experience developing new business initiatives and dynamic sales and marketing strategies that promote brand awareness, drive profits, and guarantee client satisfaction.

Leverage a take-charge attitude, strong presentation capabilities, and a talent for building win-win relationships that result in successful marketing solutions and increased sales. Passion for providing customers with quality products and services that exceed needs and expectations. Drive brand awareness and demand generation by leveraging a variety of inbound and outbound marketing strategies. Proven record of transforming underachieving territories into highly profitable business enterprises. *As Marketing & Management Specialist at Cars on Demand*, received Exceptional Achievement Award for Highest Regional Customer Service Score in 2008 and Ranked # 1 in marketing efforts for all of New Jersey in 2009.

■ ■ KEY COMPETENCIES ■ ■

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|-------------------------------|---------------------------|-------------------------|
| ↔ Strategic Planning | ↔ Business Development | ↔ Account Management |
| ↔ Prospecting & Channel Sales | ↔ Consultative Selling | ↔ Cooperative Marketing |
| ↔ Market Research | ↔ Negotiations & Closing | ↔ Brand Awareness |
| ↔ Competitive Analysis | ↔ Relationship Management | ↔ Lead Generation |

■ ■ PROFESSIONAL BACKGROUND ■ ■

Cars on Demand, South Brunswick, NJ

MARKETING & MANAGEMENT SPECIALIST, 11/2004–Present

- ◆ Successfully and innovatively manage all marketing efforts for 10 Cars on Demand branches.
- ◆ Spearhead monthly incentive programs to generate new business and maintain relations with existing clients.

Notable Achievements:

- ✦ **Increased overall business growth from 10% to 50% at Plainfield branch over period of six months**, through inventive sales and marketing strategies, such as networking with Chambers of Commerce.
- ✦ **Over period of one year, increased corporate referrals by 60% at Hightstown branch and increased dealership referrals by 30% at Allentown branch.** Achieved results through methods such as implementing an e-communication program between Cars on Demand and select insurance companies.
- ✦ **Exceeded monthly regional targets in operating profit, customer service, and growth six times.**

ABC Books, Inc., North Brunswick, NJ

FIELD SALES REPRESENTATIVE, 6/2000–11/2004

- ◆ Managed sales territory of 500+ schools in Middlesex, Mercer, and Burlington counties, helping them build school, classroom, and home libraries; raise funds; and support company mission to encourage lifelong learning.
- ◆ Developed sales plans, identifying and acting on opportunities to impact sales, such as coordinating activities for book fairs that generate profits for schools and company (i.e., Teacher Previews).

Notable Achievements:

- ✦ Achieved *Voucher Profit Budget Goal Regional Award* (2004) for **meeting sales goals** and *Voucher Profit Overachievement Goal Regional Award* (2003) for **exceeding goals**.
- ✦ Received *Highest Workshop Penetration Regional Award* (2002) for **driving 30% of schools to participate in local workshops that facilitate commitment to participation in revenue enhancing programs**.
- ✦ Achieved *Highest Number of Services Regional Award* (2003 & 2004) for providing greatest number of services (such as providing merchandising and promotion support) to ensure coordination of well-attended, profitable book fairs. **Overall, provided 830 services in 2004 and 750 in 2003 for 375 annual books fairs.**

■ ■ EDUCATION ■ ■

Seton Hall University, South Orange, NJ
BACHELOR OF ARTS IN COMMUNICATION