

Meredith C. Volk

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CAREER OBJECTIVE

Hardworking and tenacious sales rep seeking a position leveraging my strong interpersonal abilities, high-caliber presentation, and closing skills with a leading organization

RELEVANT EXPERIENCE

THE REALREAL

- Account Luxury Manager - Atlanta, GA May 2021- June 2022
- Driving business in the luxury market through lead generation and managing repeat client accounts
 - Advanced proficiency with technological tools including Salesforce and G-suite
 - Using CRM to capture data and form a continuous pipeline of sales opps through strategic outbound outreach
 - Develop strong consignor relationships while resolving client issues and concerns
 - Acting as a trusted advisor by staying ahead of the fashion trends and developments in the luxury market
 - Hit above goal for blended metrics 111% units & 118% for points in Q1 , placed top 5 in AUR in South/Central Division

PARAPRO PHARMACEUTICALS

- Pharmaceutical Sales Representative- Atlanta, GA January 2018- July 2021
- Successfully promoted ParaPRO's product line to Dermatologists, Pediatricians, Family Medicine, ENT, Urgent Care, Hospitalists, Pharmacists, and School Nurses
 - Delivered clinically focused messages to introduce, grow brand-share, and deliver on product goals
 - Grew previous Chattanooga/ North Georgia territory market share from 43% to 75%
 - Market Share in North / South Georgia Territory at 65% ; 18% growth in 5 months
 - Overcame barriers with limited access offices, insurance coverage, large chain pharmacy dispensing impediments

SPECTRUM BRANDS

- Territory Manager- Dallas, TX January 2017 – September 2017
- Managed 440 hardware accounts achieving 43% growth in 2017 (\$1.1M Sales / \$473K incremental)
 - Maintained and expanded a strong network of accounts by cultivating key relationships and aggressively developing new business
 - Developed a targeted call plan, reported daily call activities, analyzed account purchasing history
 - Grew a strategic account 284% YOY by demonstrating value in additional product categories

TECHTRONIC INDUSTRIES INC

- Territory Representative – Milwaukee Tool, Dallas, TX March 2015 – September 2016
- Managed a portfolio of 300 industrial and national accounts pacing at 32% growth in 2016 (\$3.8M Sales / \$1.2M Incremental) – Regional Leader in South Division
 - Developed full annual account plans to include custom quarterly promotions, impactful merchandising, and sell through strategies.
 - Converted 25 electrical supply branches resulting in \$104K+ in incremental sales (344% growth)
 - Signed 18 strategic user accounts resulting in \$478K in incremental sales for partnership distribution
 - Commercialized 94 new products gaining new placement across a diverse range of industrial channels; creating incremental sales growth of \$318K
 - Opened 4 new commercial construction accounts in 2015 breaking into new regional geography where brand preference was minimal. (\$386K incremental sales YTD)

- Field Sales Representative – TTI, Fort Myers, FL January 2014 - March 2015
- Exceeded in-store sales forecasts for 15 consecutive months for all company brands
 - Grew total brand sales over 29% YOY (\$1.4M Sales / \$406K Incremental)
 - Earned highest comps in the Southern Division for the Milwaukee Brand increasing 2014 sales 119%
 - Developed value added relationships by collaborating with the management team to improve marketing and sales strategies for target customers
 - Used knowledge of the Power Tool Industry to leverage TTI's position, build awareness, and drive company sales and margin across five National Account departments
 - Awarded Top Rigid and Milwaukee Sales Performer in 2015

INTERNSHIPS

- Export Georgia - Atlanta, GA September 2012 - April 2013
- Implemented sound marketing research to determine profitable export markets and effective entry strategies
 - Developed distribution channels and established a network of 3 distributors
- Global Green USA - Santa Monica, CA May 2012 - September 2012
- Enhanced social media platforms; generated interactive online content for followers - Formed donation proposals, revived contributions from patrons, promoted local projects - Mapped data with sum of expenditures to estimate the results of the organization's green initiatives

EDUCATION

- The University of Georgia** May 2013
- Bachelor of Business Administration in Marketing, Co-major in International Business: Overall GPA 3.97/ 4.0
 - Marathon Petroleum Marketing Excellence Award: highest GPA of graduating Marketing Class
 - Excellence in International Business Award
 - Summa Cum Laude; Dean's List; Zell Miller Scholarship; NCHS Honors Society; Alpha Omicron Pi