

Tuffy Wolf

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SUMMARY OF QUALIFICATIONS

Business leader with 8 years of sales and marketing experience with demonstrated success managing sales and business units delivering over one million dollars annually. Proven ability to deliver comprehensive business strategies that include negotiating and developing marketing agreements to meet financial objectives. Devoted team professional with a focus in communication and organizational efficiency.

Core Competencies

Diagnoses of developmental & educational needs
Curriculum creation implementation

Instructional design & execution
Differentiated instruction & assessment

TECHNICAL SKILLS

Operating Systems: Microsoft Windows (XP, 8, 10), Mac OS (Snow Leopard, Mavericks, Yosemite)

Web Applications: Adobe Dreamweaver CC, SharePoint 2013, WordPress, DotNetNuke, Google Analytics

Graphic Design Applications: Adobe Creative Suite (CS5, CC), Photoshop, Illustrator, InDesign

PROFESSIONAL EXPERIENCE

ABC Company, Raleigh, NC

Account Manager, May 2014- Present

- Collaborate with a team of four and increased sales by 45% within 11 months
- Ensure customer satisfaction while maintaining largest sales territory consisting of 55 accounts
- Serve as a mentor for 10 staff members by providing individual guidance to help them succeed

Wolfpack Technologies, Durham, NC

Inside Sales Manager, January 2010- April 2014

- Achieved the highest-performing sales team in the region (2012-2013), with a 14% increase in new business and 94% retention rate for existing clients
- Oversaw group of six inside sales representatives, while becoming responsible for managing relationships with several high-value accounts
- Sourced, managed, and closed a major new account worth \$900k annually
- Trained five staff members on essential product features and sales techniques
- Executed new lead generation strategy for organizations in need of multiple products/services

Red Top Inc., Raleigh, NC

Account Representative, June 2008- December 2009

- Executed new lead generation strategy for organizations in need of multiple products/services
- Analyzed buying patterns and worked collaboratively with team of three to increase sales in target markets
- Implemented a new referral program allowing clients to receive incentives from area businesses, such as gift cards and discounts, for referring new business

EDUCATION

North Carolina State University, Raleigh, NC

Master of Business Administration, May 2008

Bachelor of Science in Business Administration, Concentration: Marketing, *Magna Cum Laude*, May 2007

PROFESSIONAL AFFILIATIONS

Sales and Marketing Professionals, *New Member Chair*, 2015-Present

Triangle AMA (American Marketing Association), 2010-Present