

# ALLAN BROWN

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## DISTRICT / REGIONAL SALES MANAGER – FASHION & JEWELRY

Goal-oriented and talented sales professional with proven expertise in creating effective marketing strategies, promoting and selling a successful brand. Utilize strong time management and people management skills to achieve business objectives by integrating various strategies to develop new customers; effectively maintain existing clients by initiating innovative sales programs and building strong relationships. Solid business insight with the ability to ascertain and analyze needs, forecast goals, implement strategic selling tactics and drive marketing initiatives. Proven capacity to accelerate sales growth, increase market share and deliver substantial profits. Keen ability to effectively prioritize and manage a broad range of responsibilities. Strong interpersonal skills and innate ability to relate to diverse personalities with an emphasis on team leadership and development.

### *Areas of Expertise*

- ♦ Sales Leadership / Management
- ♦ Customer Relationship Management
- ♦ Sales Prospecting / Generating Leads
- ♦ Performance Management / Training
- ♦ Customer Satisfaction / Retention
- ♦ Inventory Control / Management
- ♦ Sales Strategy / Sales Projections
- ♦ Marketing / Brand Awareness
- ♦ Customer Loyalty Programs
- ♦ Market Penetration / Expansion
- ♦ Business Development
- ♦ Service Quality

## PROFESSIONAL SUMMARY

### ALLAN BROWN GROUP (dba Stratum)

Mesa, AZ

*A family-owned and operated entertainment business.*

#### **Director of Sales and Marketing**

**1999 to Present**

Manage a 20,000-square foot facility with 30+ staff members; oversee facility maintenance, event preparations, sales and marketing and operational activities. Effectively liaise with customers, clients and service staff to meet or exceed customer expectations; manage and resolve all customer issues. Develop and launch monthly and annual advertising, public relations and marketing campaigns. Manage long-term relationships with convention and visitors bureaus, corporate and meeting event planners, tourism partners and various business organizations.

- Increased total sales by 50% percent within two months of managing business operations.
- Generated a 30% increase in large-scale event profit margin by identifying and securing partnerships and product offerings with entertainment/hospitality vendors, meeting planners and civic organizations.
- Associated with various non-profit organizations, hospitals and charities throughout the Phoenix metro area to identify and solicit new business, including the Boys & Girls Club, YMCA and Andrea's Closet.
- Elevated store traffic through effective brand awareness campaigns; increased staff from 10 employees to over 30 employees to manage higher sales volume.
- Elevated sales by 40% within 60 days; generated a sales increase of 4x the original volume within six years.
- Transformed the company from a "mom & pop" operation to a full-scale entertainment destination providing full-service event coordination, transportation, catering and entertainment services.
- Successfully doubled sales within 12 months; increased sales by 15% to 50% annually during tenure.
- Increased sales by developing improving customer service through new training programs and procedures.
- Active in numerous professional affiliations; earned Hospitality Sales & Marketing Association International's annual Rising Star Award for 2008.

### ALLAN BROWN, INC.

Scottsdale and Tempe, AZ

*A series of new-concept retail boutiques offering hip French fashion to American women.*

#### **General Manager**

**2001 to 2003**

Managed storewide operations; analyzed and communicated clientele demand forecasts for products needs and inventory capacity. Served as the key liaison with the district manager, sales staff, buying, marketing and public relations departments. Trained and developed new managers and sales specialists and was able to maintain the same staff for over two years. Formulated and launched a successful "clientelling" sales program that was extended throughout the entire district. Coordinated fashion shows; managed cross-promotions and client events/shopping experiences.

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### ALLAN BROWN, INC. (continued)

- Recognized by management and earned promotion to Store Manager after six months.
- Achieved projected sales goal during first 30 days as Store Manager; first time in the store's sales history.
- Maximized profitability of store operations; increased corporate sales projections and goals up to 137%.
- Increased store ranking and average store volume by 50% within six months.
- Attended numerous networking events each week to increase brand awareness, increase client referrals and build customer relationships.

### **First Assistant Manager**

**2001**

Initially hired as a sales associate. Served as the operations manager; developed and implemented sales and marketing campaigns; determined sales strategy and set sales goals; managed and trained staff; handled all customer satisfaction issues. Directed store sales plans, corporate communications, and transfers and distribution of merchandise. Managed inventory; evaluated capacity and product demand and communicated results to buying department.

- Collaborated with the Store Manager and achieved 115% of planned sales goal within the first 30 days in position.
- Earned top sales associate award; consistently achieved over 149% of personal sales quota.

### ALLAN'S COLLECTIONS

Phoenix, AZ

*A small upscale retail clothing boutique.*

### **Buyer / Store Manager**

**1997 to 2001**

Oversaw the daily operations of the store. Developed and launched successful sales and marketing initiatives; managed accounting and finance responsibilities. Elevated sales and brand awareness; procured all store merchandise; created in-store sales promotions; built lasting relationships with clients, planned and managed fashion shows, public relations and special events. Hired and trained sales staff.

- Increased storewide sales by 120%+ during first 30 days of tenure.
- Elevated sales and established new vendor accounts by attending conventions and other out-of-store events in the fashion/retail industry.

### OTHER EXPERIENCE

Nationwide

### **Consultant – Sun Salutations / Yoga Grip Gloves**

**2002 to 2004**

Spearheaded the marketing, sales and operational functions for the business. Identified, prospected and secured new partnership opportunities with distributors, boutiques and individuals. Managed public relations and product branding and launch. Attended trade shows and conventions; negotiated and originated distribution warehouse to efficiently ship and maximize bottom line profitability.

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## ***EDUCATION & PROFESSIONAL AFFILIATIONS***

B.S., Supply Chain Management ♦ Arizona State University, Tempe, AZ

Hospitality Sales & Marketing Association International (HSMAI) ♦ Meeting Professionals International (MPI)  
Phoenix Convention & Visitors Bureau (CVB) ♦ Scottsdale CVB ♦ Mesa CVB ♦ Tempe CVB  
Phoenix Chamber of Commerce