
Field Marketing Representative Resume

Job Objective

Seeking reputable company in which to obtain a Field Marketing Representative position.

Highlights of Qualifications:

- Huge experience in retail and territory management
 - Familiarity with consumer electronics, computer hardware and account management
 - Good understanding of retail sales, merchandising, sales motivators, marketing, computer and printer products
 - Proficiency in Microsoft Office Suite and internet browsers
 - Flexibility with working hours and great ability to self-train
 - Ability to create and perform formal presentations
 - Ability to travel independently
 - Proven track record of success in prospecting and closing new business.
 - Strong time management, presentation and communication skills
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Professional Experience:

Field Marketing Representative
Creative Channel Services, LLC, Johnson City TN
November 2006 – Present

- Managed increased sell-through and formulated brand preference in the designated territories and even ensured demonstration of client displays.
- Reviewed competitive data for the client's product category and coached Retail Sales Associates at each store.
- Participated in other company sponsored training events.
- Marketed the client's product/service.
- Aided in selling products directly to consumers in retail stores.

Field Marketing Representative
Whirlpool, Johnson City TN
February 2001 – October 2006

- Designated to influence sales, nurture strong relationships and increase brand awareness and market share.
 - Traveled regularly within assigned territory and distributed marketing literature
 - Conducted training and conducted store visits
 - Ensured assigned products are in line with the expectations.
 - Gathered and extended data on competitive products, strengths and weaknesses and reviewed growth opportunities.
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Education:

Bachelor's Degree In Marketing
Santiago Canyon College, Orange, CA

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