

Sales CV Template



The only sales CV you need!

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PERSONAL PROFILE

A passionate FMCG sales person who has extensive experience in brand building and driving category growth. Worked with established brands within a competitive market and successfully increased sales. A strong team player who is driven and career focussed.



CAREER HIGHLIGHTS

- Led a successful project to reduce carbon footprint whilst at Muller
- Given additional responsibility over multiple formats of Tesco stores following effective promotional campaigns within Express
- Part of the elite team at Red Bull tasked with coaching and assisting recruitment within Striker team



CAREER HISTORY

Muller, National Account Executive, Sept 2013 - present.

Muller is one of Europe's most recognisable dairy companies producing yoghurts, puddings and drinks



Responsibilities:

- Manage Tesco Express stores at a national level
- Support the Senior NAM in administration and data analysis for Tesco
- Analyse sales data to feedback to marketing, insight and NPD teams
- Create innovative JBPs to drive customer satisfaction and revenue



Achievements:

- Increased range across Tesco Express for Muller light and little stars
- Took lead in re-designing our pallets in order to fit more product onto each wagon to reduce carbon footprint and increase profit
- Given extra responsibility over promotional activity within Tesco Extra stores

Red Bull, Striker, Sept 2011 – Sept 2013

Red Bull is the world's most successful energy drink manufacturer and sell to both retail and on trade channels in the UK

Responsibilities:

- Manage a territory with existing independent retail customers to grow sales and maximize share

- Identify opportunities for new business and bring on relevant customers
- Generate sales of Red Bull branded fridges and display in order to increase customer awareness
- Drive sales through effective promotional activity and linked purchases
- Negotiate effective trading terms taking into account profit margin

Achievements:

- Top Striker in the team 2012
- Won an incentive to go to Australia for selling the most capital equipment over a quarter
- Given coaching responsibility and recruitment input from 2012

Lindt & Sprungli, Merchandiser, Sept 2008 – Sept 2011

Lindt & Sprungli is a master chocolatier selling a range of chocolate and confectionary into the UK retail market.

Responsibilities:

- To ensure successful relationships with key contacts within retail stores on my area
- Dealing purely with Multiple Grocers – Tesco, Sainsbury's and Asda
- Achieve high levels of availability in store
- Execute all promotional activity in store according to national agreements
- Identify opportunities for additional space in store where regional agreements can be made

Achievements:

- Within the Top 3 performing Merchandisers nationally 2009 & 2010
- Won several incentives for creative promotional activity and displays
- Consistently high availability rates



EDUCATION AND TRAINING

- **2005-2008** BA (hons) Business Administration and Marketing 2:2
- **2001-2005** A Levels in English Lit (B), French (B) and Geography (C)
9 GCSEs grades A - C including Maths and English
- **Hobbies:** Passion for food and drink, cooking, socialising