

Gene Benfatti



GLBen65@yahoo.com
Scotch Plains, NJ
(908) 723-9993

EMPLOYMENT OBJECTIVE: Consultative Sales / Marketing Professional

PROFILE:

Over thirty years of experience in the fields of Sales and Marketing. Possesses exceptional communication skills, relationship building, and work integrity. A can do Professional who exceeds his client's expectations.

EMPLOYMENT HISTORY:

New Jersey Hills Media Group, Bernardsville, NJ 2012 – Present

Digital and Print Media Advisor / Co-Event Manager

- Executes daily face-to-face SMB cold calls covering all of Northwest New Jersey.
- Executes print advertising sales throughout three newspapers - Randolph Reporter, Roxbury Register, and the Citizen.
- Executes sales of newspaper online ads, and digital programs.
- Create, populate and maintain ads and landing pages across 15 newspaper websites.
- Creates all marketing / promotional materials as it relates to our digital programs and events.
- Trains and informs a print sales team of 8 on a continual basis of online updates, and new digital services.
- Assist print reps on appointments as a closer for digital programs.
- Participates in town street fairs to promote digital services and upcoming events.
- Creates and maintains event Facebook pages.
- Creates and maintains digital event ticketing.
- Co-manages quarterly events from conception to completion.
- Executes vendor sales to participate in events.
- Builds and maintains strong customer relations.

DMC Promotions, Dover, NJ 2009 – 2012

Creative Consultant

- Successfully executed corporate sales of Promotional Products.
- Maintained and developed a customer data base through cold calling, networking, and visits.
- Attended trade shows to stay informed of new and existing products.
- Maintained relationships with suppliers.

Jules Scheck and Associates, Wayne, NJ 2008 - 2009

Regional Sales Manager

- Responsible for representing 10 Manufacturer Lines covering: NJ, PA, MD, DE, and VA.
- Developed distributor relationships with weekly presentations and follow up visits to maintain a growth in yearly sales.
- Expedited tradeshow registrations, travel logistics and participate in an average of 45 tradeshows annually.
- Contributed to the Lines representation in their marketing and product development.
- Management of regional distribution channels.

Punch Products / Vision USA, Rahway, NJ

2003 - 2008

Eastern Regional Sales Manager

- Successfully represented Vision USA's line of Drink Ware and Desk Ware in a territory covering: ME,MA,CT,NH,RI,NY,NJ,PA,MD,DE,VA,NC,SC,GA,and FL.
- Developed distributor relationships with weekly presentations and follow up visits to maintain a growth in yearly sales.
- Grew territory sales at an increase of \$750,000 for the 2006 fiscal year.
- Expedited tradeshow registrations, travel logistics and participation in an average of 60 tradeshows annually.
- Consulted and contributed to VisionUSA's marketing and product line development.
- Developed marketing plans that aid in customer awareness and increase of yearly sales.
- Management of regional distribution channels.

Advanced Technologies Group, New York, NY

2002 - 2003

Director of Sales & Marketing

- Developed a work-from-home program with over 30 sales professionals nationwide.
- Developed all sales forms, scripts and marketing literature.
- Recommended a re-design of the company's website.
- Increased sales by 200%
- Interviewed and hired new employees.
- Presented and closed advertising space sales.

Jersey Skyline Displays and Design, Pine Brook, NJ

1998 - 2002

Outside Sales & Marketing Consultant

- Communicated with agency and marketing professionals daily.
- Coordinated workflow through all departments. (Art, Service, Admin. and Shipping)
- Designed and conceptualized new exhibit marketing and brand positioning.
- Expedited all outside vendor contact and sourcing.
- Composed and presented sales presentations.
- Developed new business.
- Built lasting business relationships.

Contempo Design Custom Exhibits, Edison, NJ

1997 – 1998

Nationwide Field Supervisor

- Coordinated tradeshow requirements with management.
- Supervised union labor in performing I/D of custom exhibits at nationwide show locations.
- Assisted with in-house graphics production and installation.
- Performed sales support and creative sourcing for senior account executive.

Nomadic Display, South Hackensack, NJ

1987 - 1997

Operations Manager

- Supervised the following departments: Graphics Production, Design, Sales Support and Shipping/Receiving.
- Trained sales representatives and non-sales employees in product knowledge and logistics.
- Instrumental in client brand designs and exhibit configurations.
- Executed outside sales presentations.
- Performed all in-house sales presentations in absence of account executives.
- Competent in completing show management forms i.e.: electrical/rental, drayage/direct shipments.

EDUCATION:

B.A. Liberal Arts (1980-1984) Glassboro State College, Glassboro, NJ
 1st Vice President / Founding Father: Delta Kappa Epsilon Int'l Fraternity / AM Chapter
 Member of the Student Activities Board – Event Promotions

COMPUTER KNOWLEDGE / INTERESTS:

Microsoft Office, Excel, Word, Power Point, Contact Management, Internet.
 Vice President of the National Society of Inventors – New Jersey
 Multi-Patented Inventor and Product Designer